

LIFE



CALIFORNIA
WAR WORKER

OCTOBER 12, 1942 **10** CENTS
YEARLY SUBSCRIPTION \$4.50



ICE CUBES FOR JAPAN!

Listen, Tojo—when you hear that *kar-rump* some night and the factory walls start sliding into the sea—look out, it's one of those new "ice cubes" from Nash-Kelvinator!

We are building *plenty* of them just for you—huge Kelvinators that fly and ice cubes that hurt.

Monster metal-bellied flying boats—growing on Nash-Kelvinator assembly lines—to whisk the Navy's men and material to any spot you raise your head! Giant Vought-Sikorsky cargo carriers built *complete*—and not in ones or twos, but in fleet upon fleet!

Want to hear some more?

Then listen—that angry hum coming out of the East—

They are the propellers built by Nash-

Kelvinator, built by the many thousands!

And that mighty roar you'll soon be hearing is the voice of the most powerful engine ever placed in a pursuit ship. It will take the Navy's new *Corsair* higher, faster than any "Zero" in your stable.

They're coming, Tojo—coming from men who, in building last year's refrigerators and automobiles, thought only of a nation's health and happiness.

But now, it's hate and vengeance and the remembrance of a thousand Axis wrongs that are guiding their hands . . . beating every production record in Nash-Kelvinator history by two and three.

Look out, Tojo, *the nights are growing longer.*

. . .

NASH-KELVINATOR CORPORATION

NASH   **KELVINATOR**



PRATT & WHITNEY
HIGH-ALTITUDE
ENGINES



VOUGHT-SIKORSKY
FLYING BOATS

HAMILTON
STANDARD
PROPELLERS





HER SECRET CAN BE YOURS. You probably know a girl like this. You see faces light as she enters a room . . . note the admiring glances of men. Sometimes you may wonder what is the secret of her appeal.

She's not a beauty. Nice eyes, filled with warmth and animation. A clear, fresh skin. Hair brushed to brightness—to satin smoothness.

Her suit is simple . . . though you notice that it's neatly pressed and settled snugly on her trim shoulders. A blouse of dazzling white—

You grope for phrases to define her appeal . . . and suddenly her secret comes to you. Of course! It's freshness, complete and all pervading. The *freshness* of her costume. The *freshness* of her person.

You know she'd never be guilty of any small, careless neglect. You know that one of her first concerns must be her breath—a thing that only too many otherwise attractive women foolishly take for granted. *This* girl, you're sure, would no more omit Listerine than she would omit her bath. She knows, as every woman should, that a breath like Spring is one of the first require-

ments of charm, the first step to Romance. And she also knows how often Listerine Antiseptic can make the breath sweeter and purer.

How About You?

You, yourself, may not know when you have halitosis (bad breath). Isn't it foolish to take chances on offending this way when Listerine Antiseptic with its amazing antiseptic effect is such a delightful precaution? Why not get in the habit of using it night and morning, and between times before meeting others you would like to have think well of you?

While some cases of bad breath are systemic, most cases, in the opinion of some noted authorities, are due to the bacterial fermentation of tiny food particles on mouth surfaces. Listerine Antiseptic quickly halts such fermentation and overcomes the odors produced by fermentation. Never omit Listerine from your daily toilette.

LISTERINE ANTISEPTIC for oral hygiene

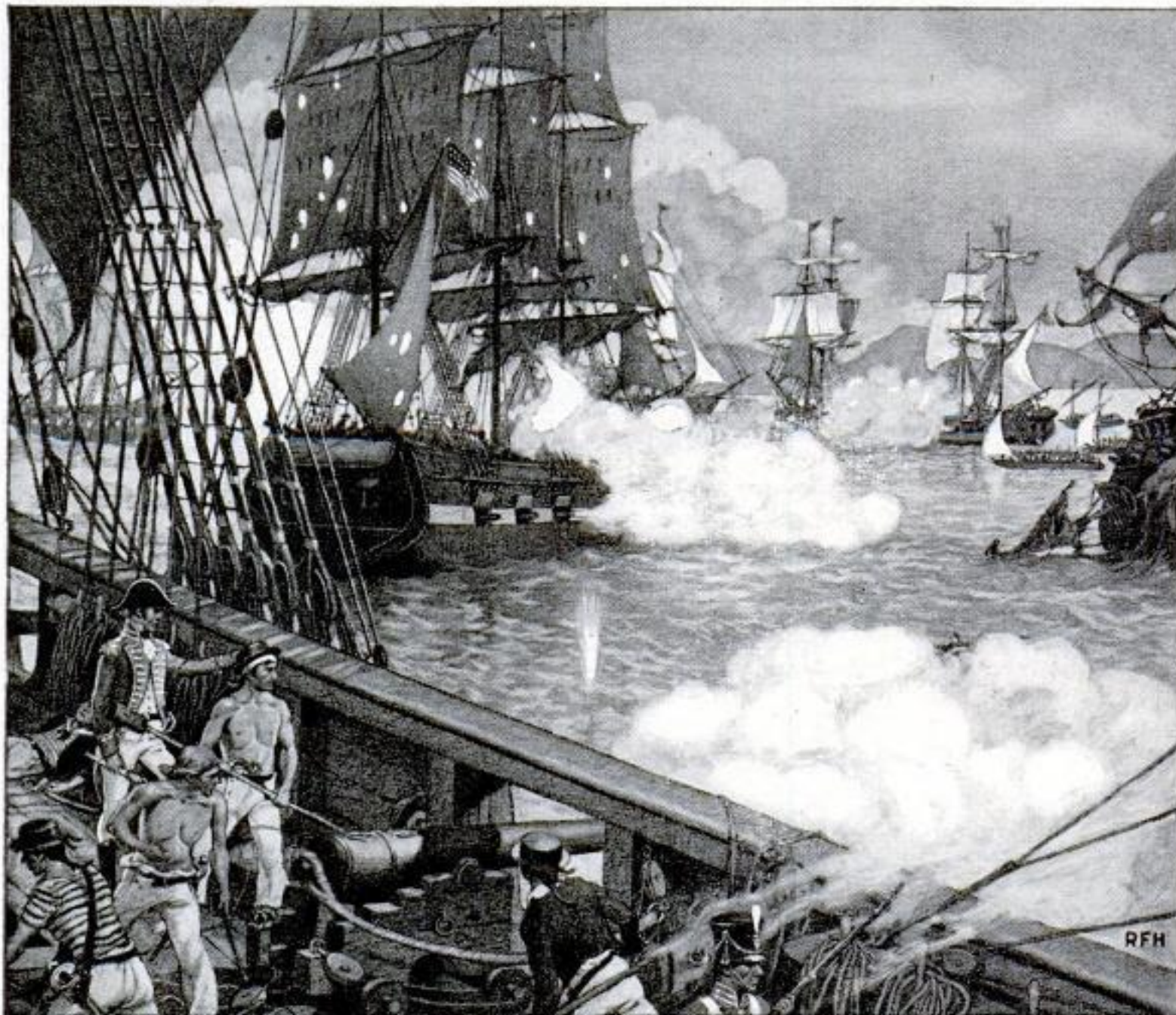
This One



XRWQ-LYL-W9R5

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"PROTECTING THE AMERICAN HOME"



September 11, 1814. On that day, Commodore Thomas Macdonough won a decisive victory over the British fleet on Lake Champlain. Today, Great Britain and America are united in a common cause to preserve those traditions of Freedom and Independence which both countries hold dear.

What is the Best Buy in Life Insurance?

While the first duty of every American who can't enter the Armed Service is to buy War Bonds to his full capability, his family must be protected.

With War Bond purchases and higher taxes, men are looking for life insurance which will give their families full protection and maximum returns at a cost which they can afford in these times.

National Life's Family Income Policy offers extra benefits which are not possible in an ordinary policy. To see how it works, read the example shown here. Its cost? Between the ages of 25 and 45, it will cost you each year only a few dollars more than ordinary life insurance.

For full information—no obligation of course—fill in and send the coupon below.

An Example

of how National Life's Family Income Policy may work for you

Suppose you should die suddenly, what would your wife and children receive? Illustration: Insured's age, 35. Sum insured, \$10,000. Family Income, 20 year plan. Suppose death occurs five years after the policy takes effect. The National Life of Vermont will pay your wife:

1. \$100 a month for the remaining 15 years of the "20 year plan" \$18,000
2. At the end of the Family Income Period, the sum of 10,000 Total \$28,000
3. If you outlive these maximum needs, the policy and dividend accumulations may be used to provide you with a retirement income.

NATIONAL LIFE INSURANCE COMPANY

HOME OFFICE—VERMONT

MONTPELIER, VERMONT

A Mutual Company, founded in 1850, "as solid as the granite hills of Vermont"

CLIP AND MAIL THIS COUPON

NATIONAL LIFE INSURANCE Co., DEPT. 115, MONTPELIER, VERMONT

Please tell me more about your Family Income Policy.

Name Date of Birth

Business Address Age of Children

Home Address

LIFE'S REPORTS

A DAY WITH THE VICEROY OF INDIA

by WILLIAM FISHER

New Delhi, India (by cable)

American correspondents at a Delhi press conference asked an Indian leader what he would do if he were viceroy.

"I would commit suicide," he replied.

This answer carried the connotation of the unenviable burdens of the Marquess of Linlithgow, who rules 400,000,000 Indians. The Viceroy of India is no mere figurehead; in periods of crisis his powers are almost unlimited. Silently he wields them behind the vast facade of the Viceregal Palace in New Delhi.

In the early morning, almost before the sun has expelled the last vestiges of night from the courtyards of his fabulous palace, the Viceroy is astir.

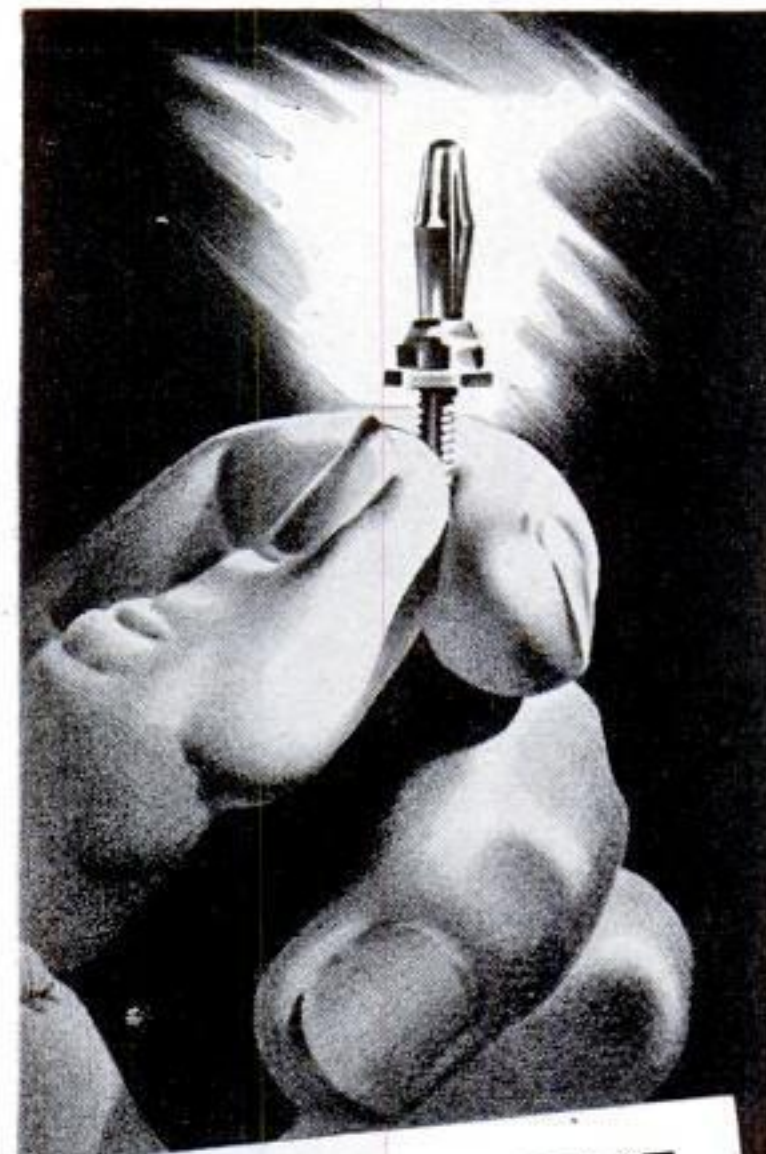


INDIA'S VICEROY LORD LINLITHGOW

Dressed in a conservative gray suit and blazing tie, he strides forth into the haunting immensity of long corridors and silent rooms, past the gazing eyes of former viceroys in portraiture.

Outside, in the labyrinths of the Mogul garden, silvery columns of water splash in marble basins. Bugles sound in the distance somewhere and the Viceregal guard—Sikhs carrying spears and mounted on splendid chargers—is changing at the gate.

The Viceroy works in his office for two hours, then ascends in a private lift to Lady Linlithgow's study. It is a long room with green paneling, a friendly, livable room in which they breakfast. After breakfast the Viceroy returns to his office, spends the morning receiving



COME IN WORLD!
These banana pins are working —



The cause of the United Nations is calling Americans to every corner of the globe. Communication between them is depending more and more on American radio equipment.

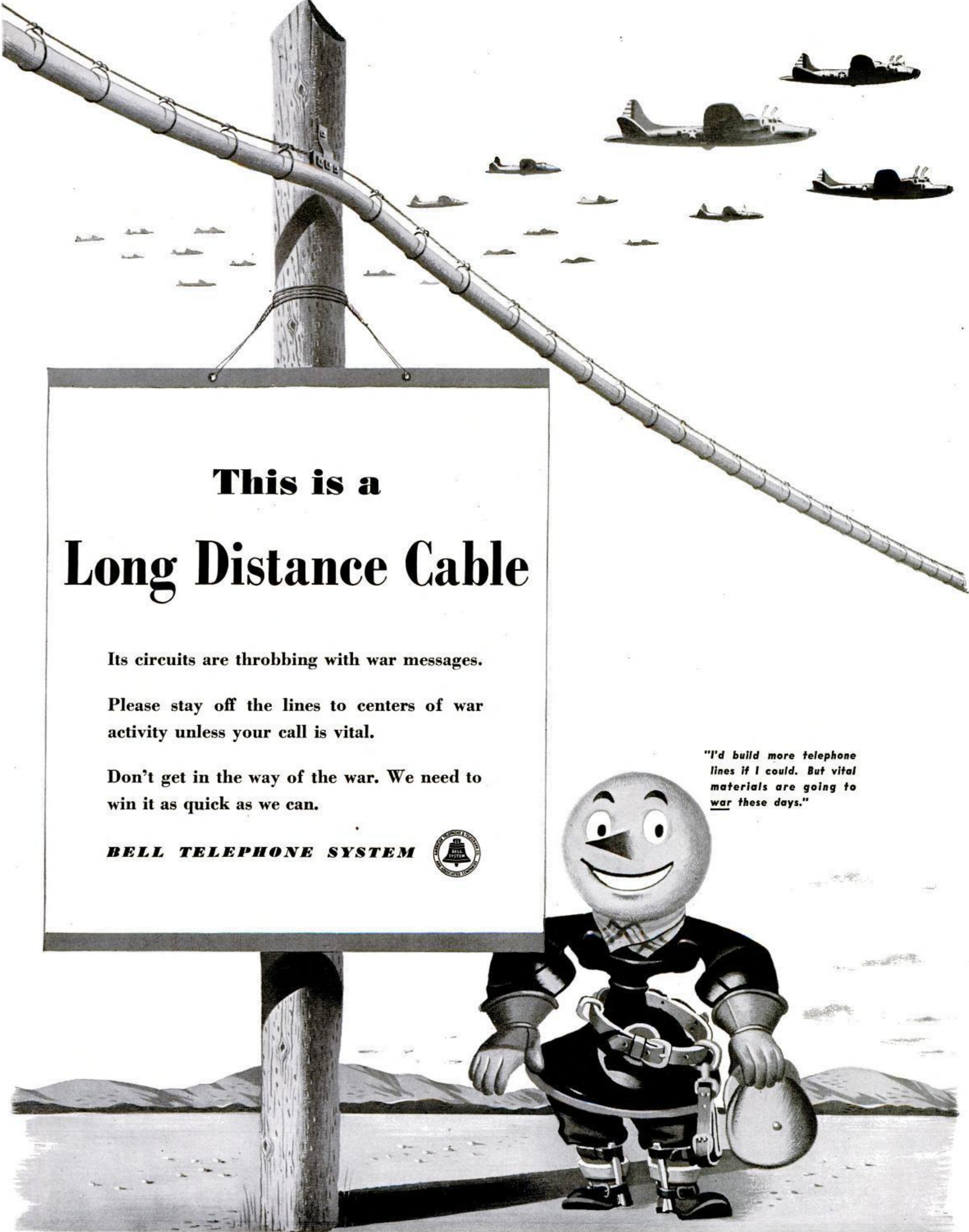
United-Carr Fastener Corp., through its subsidiaries, Cinch Manufacturing Corp., in the Middle West, and The Ucinite Division, in the East, has for years been furnishing radio sockets and connection devices to the industry. At these plants one of the minor miracles of today's Service radio sets, the banana pin, is made. Hundreds of thousands of banana pins are in constant operation in planes, ships and tanks and under all conditions of weather and battle. Unseen and inconspicuous, they insure a constant contact which keeps our far-flung forces in touch with their commands . . . a small but significant example of how engineering foresight and coordinated production can serve the world.

UNITED-CARR FASTENER CORP., Cambridge, Mass.

DOT

SNAP FASTENERS

CONTINUED ON PAGE 4



This is a Long Distance Cable

Its circuits are throbbing with war messages.

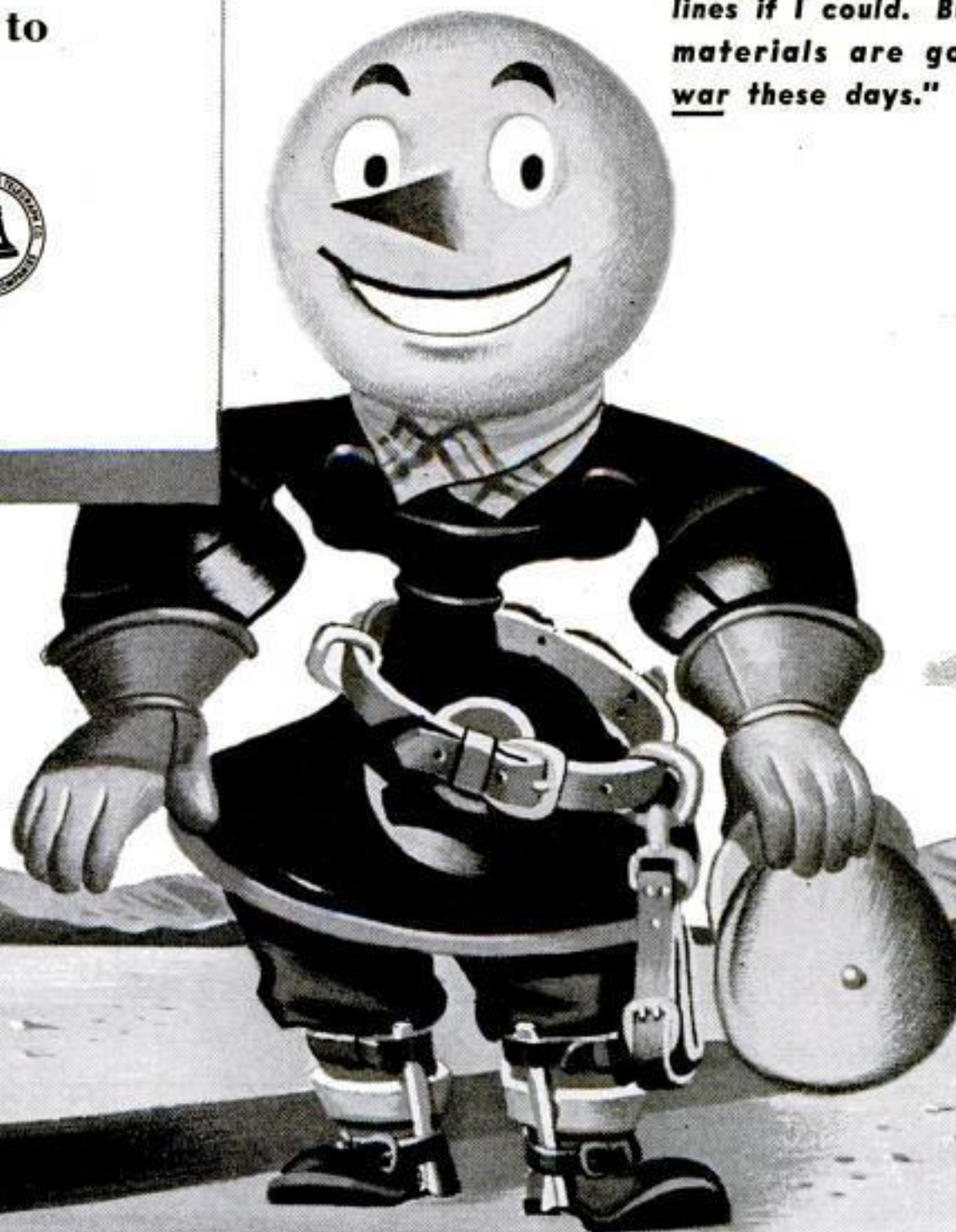
Please stay off the lines to centers of war activity unless your call is vital.

Don't get in the way of the war. We need to win it as quick as we can.

BELL TELEPHONE SYSTEM



"I'd build more telephone lines if I could. But vital materials are going to war these days."



HE'S ALWAYS TALKING ABOUT
"THE GOOD OLD DAYS"
 IN THE BRUSH BUSINESS!



For years hog bristle made the
 best brushes...then along came
 Pro-phy-lac-tic's **PROLON**

**Du Pont chemists
 have outdone the hog—there is no
 better bristle than Pro-phy-lac-tic's
 synthetic "PROLON"**

When you hear competitive tooth
 brush claims, think this over: du Pont
 is "tops" when it comes to making syn-
 thetic bristle! And "Prolon" is Pro-phy-
 lac-tic's name for du Pont's finest grade.

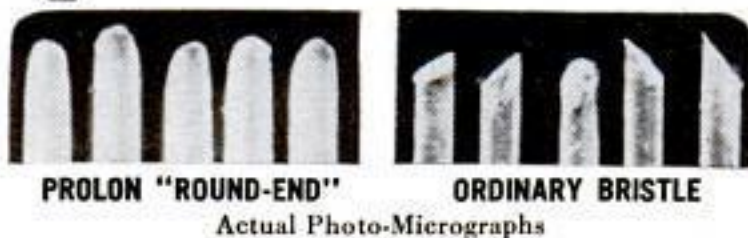
So, how can the same du Pont bristle, in
 another brush under another name, clean
 better or last longer than under the name
 "Prolon" in a Pro-phy-lac-tic Tooth Brush?
 You know the answer—it can't!

"Prolon", on the other hand, has a
 mighty important *plus* over any other
 synthetic bristle sold under any other
 name... only "Prolon" is rounded at the
 ends! See for yourself, in the photomi-

crographs, the difference between the
 rounded bristle-ends of "Prolon" and
 the harsh, jagged points of ordinary bris-
 tle. Think of the difference on your gums!

The only Tooth Brush in the World with:

1...ROUND-END BRISTLE

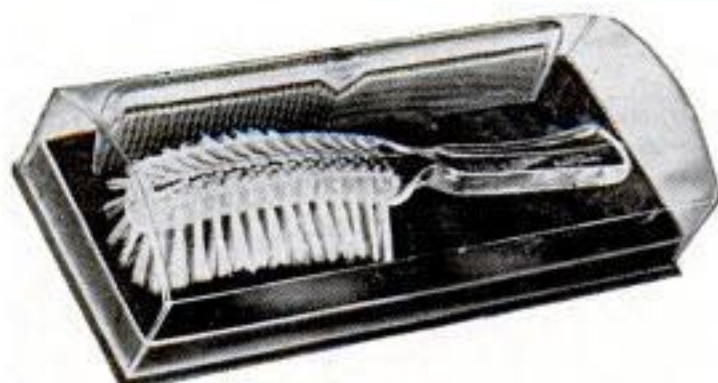


**2...SIX MONTHS MONEY-BACK
 GUARANTEE**

We have no way of telling how long a Bonded
 Pro-phy-lac-tic Tooth Brush will last you...
 maybe a year, 18 months, even longer. We
 can, and do, however, give a clear-cut 6-months
 money-back guarantee with each brush—the
 only brush in the world with this definite 6-
 months guarantee of service. That's how sure
 we are of its dependability and durability!

... and don't miss this new line of
 hair brushes in gleaming Jewelite!

Pro-phy-lac-tic's latest triumph! Dresser and toilet
 brushes in crystal-clear plastic. Choice of four gleam-
 ing, jewel colors. Transparent Jewelite backs. Moisture-
 resistant bristles of duPont Prolon. \$1.50 to \$10.00
 —at most brush-goods counters. Illustrated: Roll-Wave,
 a unique "curved-to-the-head" brush... with comb, \$4.50



PRO-PHY-LAC-TIC BRUSH CO., Florence, Mass.

LIFE'S REPORTS

(continued)

ing visitors. These include
 department heads in the
 government of India, such In-
 dian politicians as are still on
 speaking terms with him, and
 other people. The Viceroy is
 quite accessible, interviews be-
 ing arranged by dapper, bou-
 tonniere-wearing Sir Gilbert
 Laithwaite, his secretary.

His Excellency never receives
 the press en masse, but he grants
 interviews individually. Arriv-
 ing slightly before the ap-
 pointed time, you are ushered
 into the aide's room. An atten-
 tive young man asks you if you
 will have your drink before or
 after the interview. Whisky
 and soda, quickly dispensed in
 a handy little bar, is supposed
 to fortify slightly shaky minor
 officials seeing the Viceroy for
 the first time.

The Marquess of Linlithgow,
 tall and dignified, greets you at
 the door of his sanctum, then
 returns to his desk. He appears
 to be sitting at a slightly higher
 level with his face in darkness,
 while you sit in the full light.
 He usually writes notes during
 conversation, which makes sus-
 ceptible visitors think they are
 quite important. All correspond-
 ents are warned before and af-
 ter that under no circumstances
 is the Viceroy to be quoted.

* * *

A representative of the Lon-
 don *Times* keeps the Viceregal
 Palace informed about visitors
 eligible for luncheon invita-
 tions. The recipient is supposed
 to cancel any conflicting en-
 gagement and appear at five
 minutes past one o'clock.

An aide meets you at the
 door and you pass through hall-
 ways animated with the scur-
 ries of gold-braided household
 servants. Luncheon guests
 gather in the drawing room
 and are presently joined by
 house guests, usually including
 a transient maharaja or two.
 After an aide has asked every-
 body to step over to one side,
 the doors fly open and the Vice-
 roy and Vicereine enter.

Their Excellencies pass along
 the line and shake hands with
 everybody and then lead their
 guests into the dining room.
 Servants in picturesque flat hats
 standing at the door render po-
 lite salaam by holding their
 hands up to their faces.

The Viceroy sits at one side

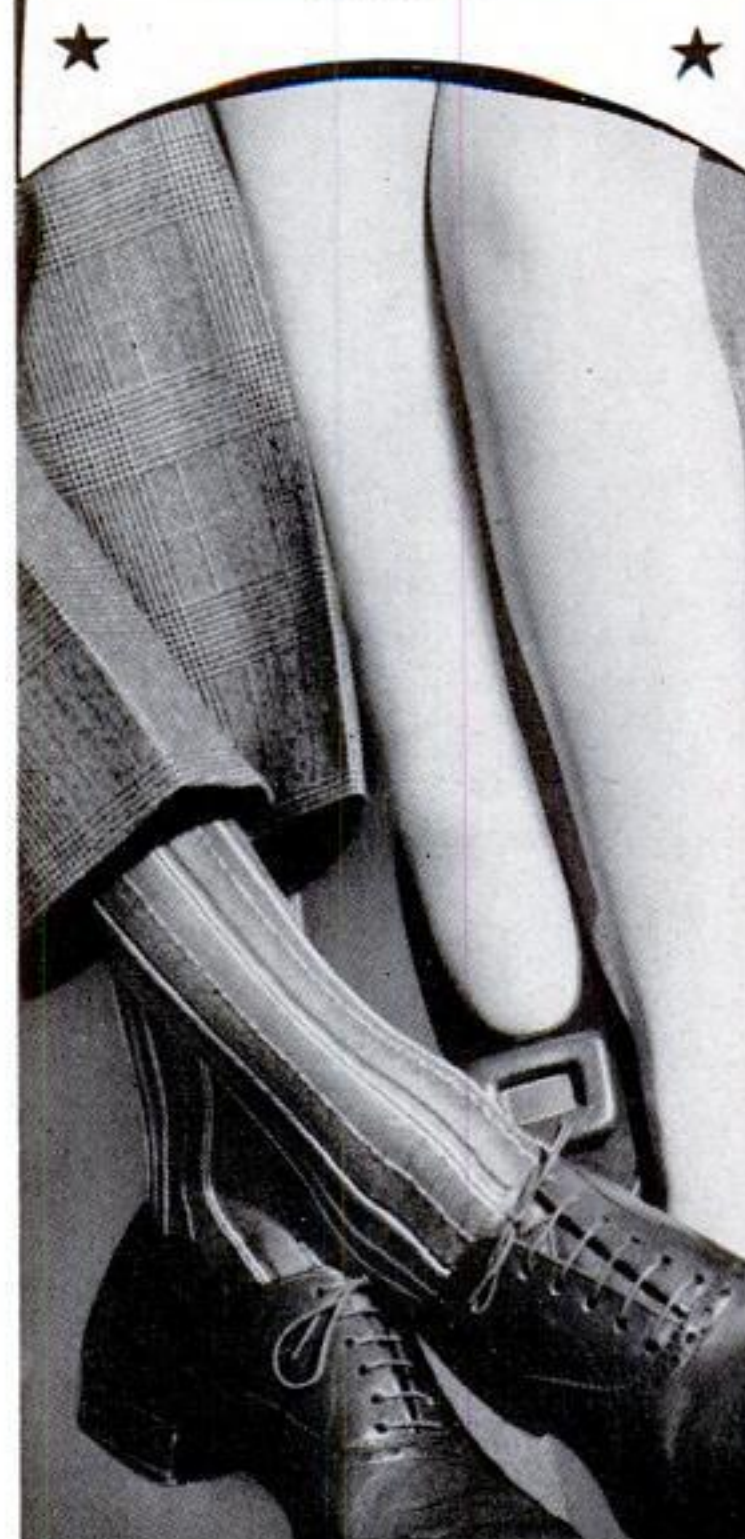
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Westminster
 AMERICA'S FINER SOCKS

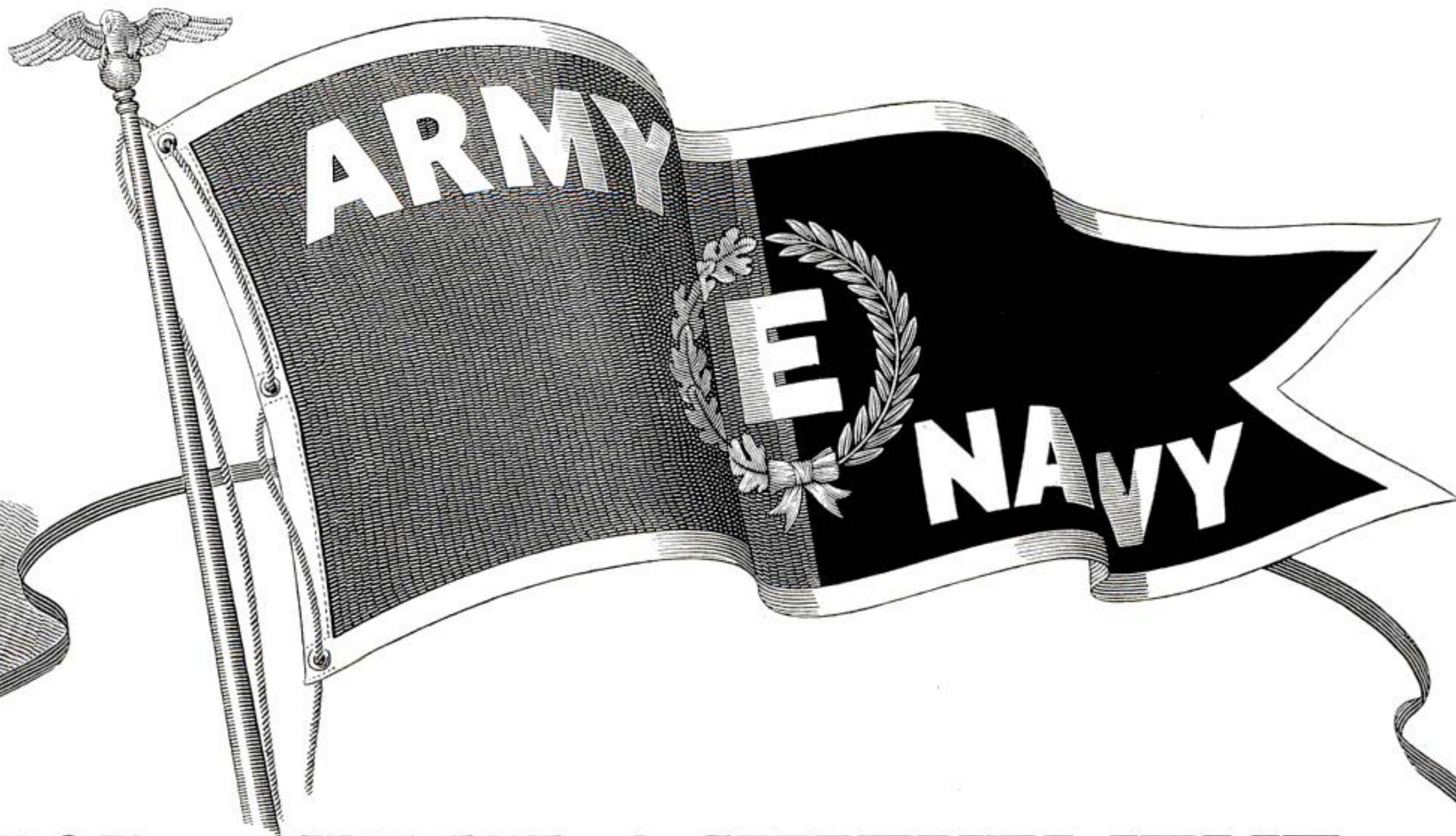


HAVE WHAT IT TAKES!

Looks are not enough! Today—
 a man's socks must "deliver"
 ...wear as never before; cushion
 every step; fit without a wrin-
 kle; wash without a whimper!
 Leave it to Westminster's!
 Styled to "take your eye"—
 priced to tickle your purse.
 America's Finer Socks for Men.



Westminster
 AMERICA'S FINER SOCKS



**“FOR...HIGH ACHIEVEMENT
IN THE PRODUCTION OF
WAR EQUIPMENT”**

In recognition of Chevrolet's accomplishments in war equipment output, the coveted Army-Navy "E" flag has been presented to the Chevrolet Gear and Axle Plant in Detroit, an important unit in the nationwide Chevrolet production system that today is dedicated to "Volume for Victory." This distinction comes to Chevrolet for performance — for war production that is only a challenge and an inspiration to an organization serving this nation at war . . . with "Volume for Victory."

CHEVROLET
DIVISION OF
GENERAL MOTORS

Don't put a cold in your pocket!

DURING COLDS SMOTHER SNEEZES WITH KLEENEX TISSUES! USE ONCE, THEN DESTROY, GERMS AND ALL. KLEENEX SOOTHES YOUR NOSE ... SAVES ON LAUNDRY!

(from a letter by K. J. S., Kalamazoo, Mich.)

KER Choo-o



WIN \$25

(MATURITY VALUE)

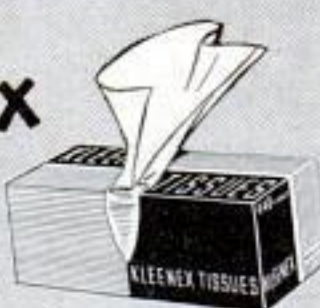
WAR SAVINGS BOND

FOR EACH STATEMENT WE PUBLISH WRITE HOW THE USE OF KLEENEX TISSUES SAVES YOU MONEY AND HELPS WIN THE WAR.

ADDRESS: KLEENEX 919 N. MICHIGAN AVE., CHICAGO

KLEENEX* Serv-a-Tissue Box
SAVES TISSUES—SAVES MONEY!

BECAUSE IT SERVES UP JUST ONE DOUBLE TISSUE AT A TIME!



No Grounds for Divorce!



I USE KLEENEX AS A FILTER IN MY COFFEE MAKER. NOW MY COFFEE'S CLEARER—MY HUSBAND'S HAPPIER!

(from a letter by C. L. H., McPherson, Kansas)

Get In The Scrap!

IRON, STEEL, RUBBER, SCRAP OF ALL KINDS ARE URGENTLY NEEDED! CLEAN OUT YOUR BASEMENT, GARRET AND GARAGE AND CALL YOUR LOCAL SALVAGE COMMITTEE TODAY!



The China Chipper!

BEFORE MOVING I PACK MY GOOD CHINA AND GLASSES IN KLEENEX TO PREVENT CHIPPING! WHEN I UNPACK I SAVE THE KLEENEX FOR DUSTING AND POLISHING!

(from a letter by W. E. S., Glendale, Calif.)

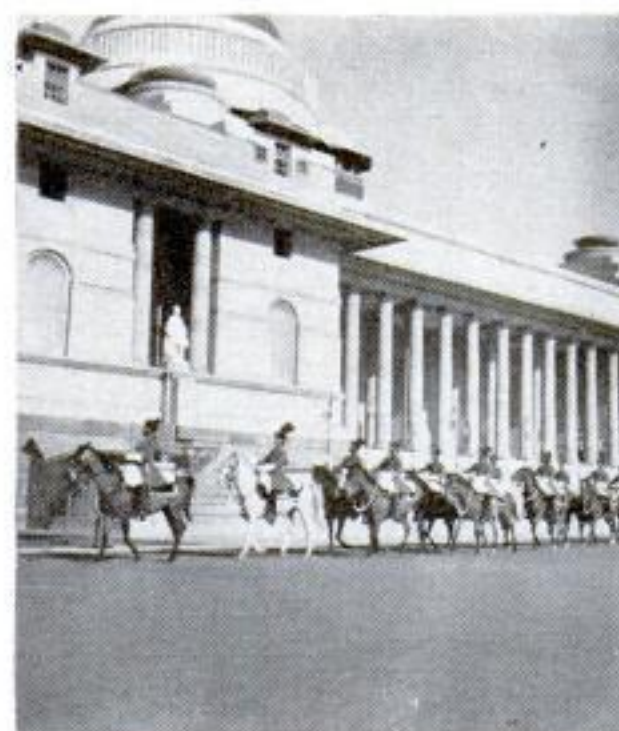
(*Trade Mark Reg. U. S. Pat. Off.)

LIFE'S REPORTS

(continued)

of a long table in the dark paneled room, with Lady Linlithgow opposite him. As a war economy, the Viceregal luncheons are simple—either soup or fish, one meat course and dessert. In the drawing room after lunch an aide takes each guest over to the Viceroy for a talk lasting five or ten minutes.

In the afternoon the Viceroy goes back to work with his files and secretaries, catches a short nap and then has a couple of hours of tennis. After dressing for dinner he goes back to



\$10,000,000 VICEREGAL PALACE

his office again or has a meeting with his Executive Council of 15 around a big, oval table.

The Viceroy listens intently while each member gives his views, but he has the privilege of overruling a decision in emergencies like the present. The council is not representative of the Indian people but it can, nevertheless, voice important decisions.

In the evening after dinner the Viceroy listens to the London newscast, officiates at the feeding of his pet turtle Jonah and, a more recent acquisition, a toad called Himmler. Jonah was extracted alive from the belly of a fish the Viceroy caught and this never failed to excite the interest of Mahatma Gandhi in the days when he was paying visits to the Viceregal Palace for political discussions.

Strangely enough, Mahatma and the Viceroy have remained friends despite the political turmoil. A few weeks before his arrest, Gandhi wrote to Linlithgow complaining that milk cows were being slaughtered for meat in Bihar. The Viceroy had the matter corrected and Mr. Gandhi was very appreciative.

CONTINUED ON PAGE 8

MONGOL COLORED PENCILS



Speed up Paper Work

AND speed-up is essential, for it is **paper work** that controls our critical war production... That's why **MONGOL**, the most popular of all thin-lead Colored Pencils, is first choice, always, for record-keeping, charting or checking. Strong, long-wearing points. Non-wasteful, as your pencil sharpener will quickly demonstrate. Choice of red and blue colors in 3 degrees of hardness. Used with brush and water for wash effects. "Say **MONGOL** to your Stationer."

24 brilliant colors
Singly, or in boxed sets



EBERHARD FABER

Leadership

IN FINE WRITING MATERIALS SINCE 1849
MAKERS OF THE PERMAPOINT FOUNTAIN PEN

IF YOU WANT

to subscribe to LIFE, write to
F. D. PRATT, Circulation Manager
LIFE—330 East 22nd Street
Chicago, Illinois
AND ENCLOSE \$4.50

MAKE YOUR GRAVY
with
GRAVY MASTER
HE'LL LIKE IT

Look for this bottle



15¢

**Born to come out
on top!**



Its name: *Warhawk*.

Its number: P-40F.

Its habitat: *Shhh!* (Suffice it to say, *Warhawks* are now going into action against the enemy.)

Its character: It is the newest, fastest, *most-potent* member of the fighting

Curtiss family of pursuit planes—that's a family tree that includes those famous Kittyhawks and Tomahawks.

The power behind the drone

The Warhawk is a fast climber. She can take off and soar to an altitude of better than 30,000 feet in jig time. In high altitude battles, she is born, and *built*, to come out on top. And the terrific power that gets her up in a hurry comes from a team of top automakers. The engine is

a Rolls-Royce, built by PACKARD.

This Packard-built Rolls-Royce is similar to the British-built Rolls-Royce engine that powers the R.A.F.'s famous Spitfires, and has helped the "Spits" down the best planes the Axis has to offer. In fact, you can swap an American and a British engine, and the pilot will never know the difference.

Packard is no newcomer to airplane engine-making. Packard made the famous Liberty motors in World War I. It built motors for the aircraft divisions of both Army and Navy between wars. It built the airplane-type engines for "Miss America" and other famous speedboats.

No wonder Packard could tackle mass production of the Rolls-Royce engine and do this difficult job with the skill of experience. Result: Packard is delivering these precision engines at a rate that's bad news for the Axis!

An important by-product

Making these Rolls-Royce engines—and engines for the PT-boats—is also teaching Packard things that can make fine motor cars even finer. *Precision power* is the war cry at Packard these days—and it will continue to be when cars are made again. You can expect your Packard of the future to be better than ever—and it will be.

ASK THE MAN WHO OWNS ONE

PACKARD FOR PRECISION POWER





DEB VIEWS LANDING OF LIBERTY BOAT

Lovely Barbara Mosby, debutante of Wytheville, Va., is ready with a cheery welcome for incoming sailors at nearby base. Her complexion is fair as spring blossoms. Yet Barbara's beauty tactics are simple. "Just a Woodbury Facial Cocktail before I set out." For fresh skin allure, try Woodbury Facial Soap. This scientific skin soap is made of fine, pure oils; contains a costly ingredient for mildness. Take a "Facial Cocktail." See your skin bloom with loveliness!



1. When queried, by Cholly Knickerbocker, society reporter, about her beauty routine, Barbara said: "With so many boys in service, a gal wants to look her date-dazzling best. I use Woodbury Soap to clear away skin drabness."



2. "Handfuls of rich Woodbury lather, a quick rinse with cold water, and my complexion is beautifully revived. I hope they never have to ration my Woodbury Soap! It's the grandest help in keeping my skin soft and attractive."



3. "Dull skin's a blight on a girl's beauty. But Woodbury is so thorough, so gentle, it leaves my complexion bright as a button. And lucky for me, it never seems to dry out my skin. A 'Facial Cocktail' with Woodbury Soap is sure bait for compliments."



4. "For the Skin You Love to Touch," use a true skin soap, famous for its gentle, smoothing care. Get Woodbury Soap today. See how radiant, how satiny it helps keep your complexion. Only 10¢ a cake."

LIFE'S REPORTS

(continued)

Almost any night the Viceroy can be found working in his office, and sometimes General Wavell comes over for a talk. At midnight His Excellency retires to his bedroom, reads a few minutes and nods off for his usual six-hour sleep.

The domestic life of the Viceroyal Palace is reportedly simple, the family including at the present time two unmarried daughters, one of whom goes out and does typing at Naval headquarters during the day, while the other is studying nursing. One son is a prisoner of war in Germany; the other fought in Norway and with the Scots Guards. Before the war, when the family was not so widely separated, the younger Linlithgows used to like to entertain visitors with impromptu family theatricals.

Lady Linlithgow maintains a diligent activity in the tuberculosis problems of India and has established associations in every province. She paints, gardens and takes an interest in music. The Viceroy and Lady Linlithgow have a mutual interest in bird life, and when times are not too pressing they sometimes make an excursion to the nearby countryside in a high-roofed Rolls-Royce and note the habits of wild birds through field glasses.

* * *

As a matter of course the family eschews the more cavernous sections of the Viceregal Palace, such as the great reception rooms, the ballroom, resplendent with murals displaying Indian pageantry, and the great rotunda of Durbar Hall with its two red-and-gold thrones. It was doubtless this section of the interiors which prompted King Edward VIII, after a strenuous tour of the premises when he visited India as Prince of Wales, to sigh, "Now I know what it is to live like a king!"

The south wing of the palace has been lopped off and now serves to accommodate some offices, which has meant a loss of a number of guest rooms. With an eye to the food situation in Delhi, Lady Linlithgow determined a short while ago to plough up part of the golf course and plant vegetables. A current interest of hers has been

As Latin as the Rumba!



CONTINENTAL DISTILLING CORPORATION, PHILADELPHIA

WHICH?
YOU CHOOSE!



SOME TEETH
ARE NATURALLY
HARD TO BRYTEN

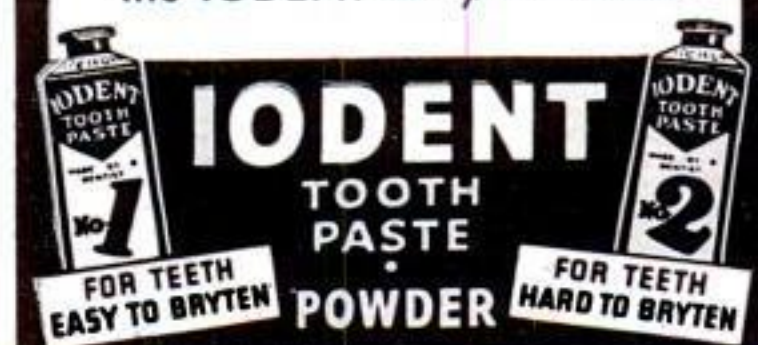


THEREFORE NO. 2

... in the big BLUE can or tube—especially created by a Dentist to clean hard-to-bryten teeth.

IODENT NO. 1, in the big RED can or tube, is ideal for teeth easy to bryten.

Enjoy the real satisfaction of a truly fine dentifrice—choose the IODENT for your teeth.



CONTINUED ON PAGE 11

Our New HOTPOINT ELECTRIC KITCHEN Is Just Around the Corner...



EVERY DOLLAR I spend for War Bonds gives me a great big thrill of satisfaction! I figure I'm not only helping win the war but hastening the day when I'll be able to own the kitchen I've always dreamed about—a Hotpoint Electric Kitchen like Jane's. You can't *imagine* how much actual time and work it saves her every single day—how amazingly easy it is to keep clean—how delightfully cool it always is!

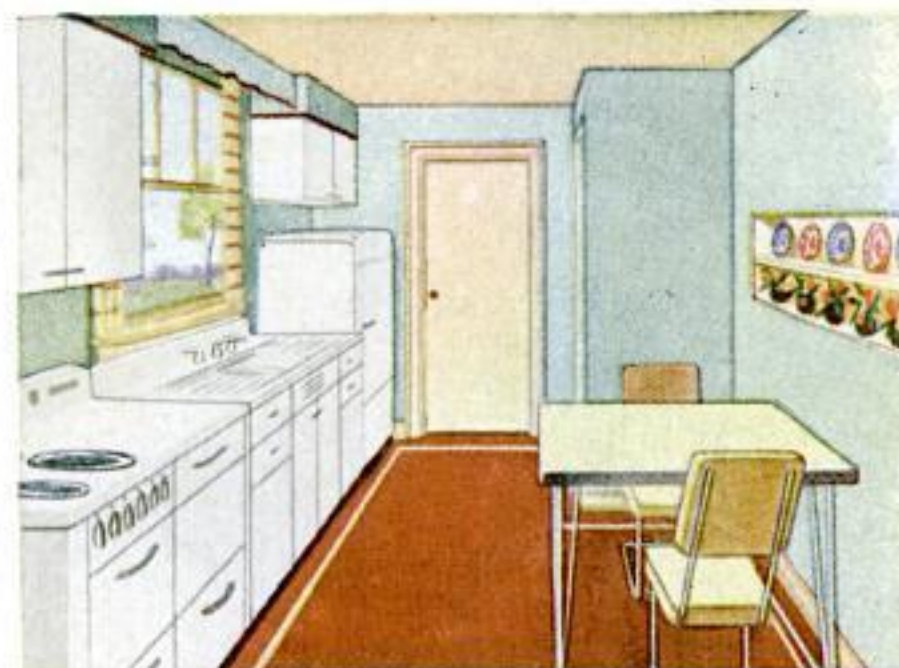
... and Boy, It's a Beauty!



The cost of a Hotpoint Electric Kitchen averages about 10% of home-building costs.

I never realized that a practical Hotpoint Electric Kitchen could be so handsome! It's certainly a beauty—every gleaming inch of it! And best of all—it costs far less than we ever thought!

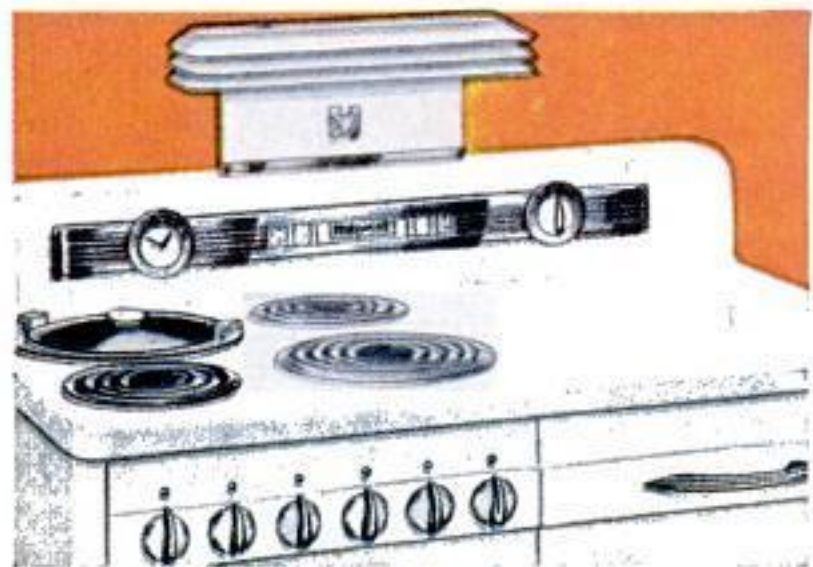
FOR A \$6,000 HOME—The Colonial Kitchen (left), complete with Hotpoint Range, Refrigerator, Electric Dish washer, Sink and Hotpoint Steel Cabinets, costs so little that many \$6,000 homes now enjoy them.



FOR A \$4,000 HOME—The Sunset Kitchen (above), typical of *thousands* installed in low-cost defense homes, is equipped with Hotpoint Range, Refrigerator, Hotpoint Sink and Steel Cabinets.

We'll All Enjoy These Wonderful Electric Appliances

BUY WAR BONDS TODAY—ELECTRIC KITCHENS TOMORROW



● There'll be no more guesswork about my baking when I have a thrifty, accurate Hotpoint Electric Range! And cooking the clean electric way means the air in my kitchen will always be absolutely fresh and free from fumes!



● Foods will stay fresher far longer in my Hotpoint Electric Refrigerator. That's an important economy right there! And think of the savings we will make by buying food in quantities!



● Even the children can operate a Hotpoint Automatic Electric Dishwasher and Disposall. Just a flick of the switch and dishes are washed sparkling clean—food wastes flushed away.

EDISON GENERAL ELECTRIC APPLIANCE CO., INC., 5675 WEST TAYLOR STREET, CHICAGO, ILL.

Hotpoint
ELECTRIC
KITCHENS



These are days to know more cuts of MEAT

... there is Good Nutrition in all of them



Here are 16 examples of the many cuts of beef, pork, lamb and veal. All of them have one thing in common—excellent nutritive value . . . All meat contains these nutritional essentials: complete high-quality proteins, B vitamins and important min-

erals (iron, copper, phosphorus) . . . This is a good time to become acquainted with the wide variety of meats your meat-man has available. Some of them may be new to your table . . . All have that good meat flavor and all contribute to good nutrition.

AMERICAN MEAT INSTITUTE... Chicago

How to prepare these meats

What to serve with them

Two new booklets, to help you plan thrifty meals of high nutritional value.

1. "32 Tested Meat Recipes for Thrifty Meals" contains recipes for all the meats shown above and other meats, too. How much meat to buy, step-by-step preparation, suggested menu for each.

2. New edition of "Meat Buying Guide for Thrifty Meals", 48-page handbook of more than 80 meat cuts, purse-size. What to ask for, how to prepare, what to serve with them, easy way to plan meals for good nutrition.

For both books, send 5¢ in coin to Department 3, Lock Box No. 1133, Chicago, Illinois.



This Seal means that all statements made in this advertisement are acceptable to the Council on Foods and Nutrition of the American Medical Association.





Bright-eyed secretaries with mile-a-minute pencils — glamour gad-about like the one in the picture — they've made SHIP 'n' SHORE their favorite shirts. They've turned an X-ray eye on SHIP 'n' SHORE fabrics and fit, and announced their verdict: "All-out okay on SHIP 'n' SHORE".

Shirt illustrated — in so-easy-to-laundry Sanforized Broadcloth (max. shrinkage 1%) — about \$1.29. Long Sleeves \$1.39. Others to \$2.25. Solid colors and novelty stripes. At good stores everywhere.

SHIP 'N' SHORE
Tailored Shirts

SUSQUEHANNA WAIST CO., 1350 B'WAY, N. Y.

FOR THE DURATION!

MCGREGOR

Vita-Coat



\$5.95

Basic New Construction Provides All-Out Defense Against Wear!

- 1 PATENTED INTERLOCK STITCH. Your defense against sagging, stretching, shrinking, bagging.
- 2 DOUBLE KNITTING AT CUFFS. Your defense against fraying and rubbing through.
- 3 DOUBLE - REINFORCED SEAMS, EDGES and BUTTON-HOLES. Your defense against ragged edges and ripping.
- 4 FAMOUS NEW VITA-YARN. Your defense against cold.

sizes 36 to 46. In blue, tan, green, oxford, maroon. Also available in boys' sizes.

at men's stores or send check to

DAVID D. DONIGER & CO., Inc., 303 Fifth Ave., New York

LIFE'S REPORTS

(continued)

to open the Mogul gardens a number of times each month for the entertainment of enlisted men in British and American forces, who are invited in selected numbers to come and splash around in the Viceregal swimming pool, partake of a light supper and generally enjoy themselves until midnight.

* * *

The elaborate entertainments which used to characterize Viceregal life are now mostly omitted, although a very bang-up affair was given during Generalissimo Chiang Kai-shek's visit last spring. Another notable exception occurred when Their Excellencies held an evening reception for a very large number of American officers and civilians in Delhi.

The great halls of the Viceregal Palace were thrown open and guests disported themselves amid the blaze of lights and magnificence. The atmosphere was fraught with great informality, heightened by the intermittent tinkle of shattered glassware and by the fact that most of the male guests showed up in bush shirts.

I fell in with a robust major who seemed to be enjoying himself but appeared troubled by the appearance of the Viceroy's English butler in white tie and full evening regalia, who kept marching past us every five minutes. After a good deal of this sort of thing, a trace of recognition crossed the major's face and he stepped out and threw his arms around the dignified form of the butler.

"Say, Buddy," he said, "where have I seen you before?"



Linlithgow feeds a worm to his pet turtle Jonah who was found in belly of fish.

Today, millions are glad their rainwear was made by **ALLIGATOR**



Lucky you selected an Alligator—you've got the most dependable of all raincoats! Your foresight in buying the best is especially important to you today, when long-lasting quality is so important. So you who own Alligators, take good care of them.

If you haven't an Alligator Raincoat, see your dealer today; as limited stocks are available and we want as many folks as possible to get all the benefits and pleasures that go with Alligator ownership!

Featured at Better Dealers Everywhere

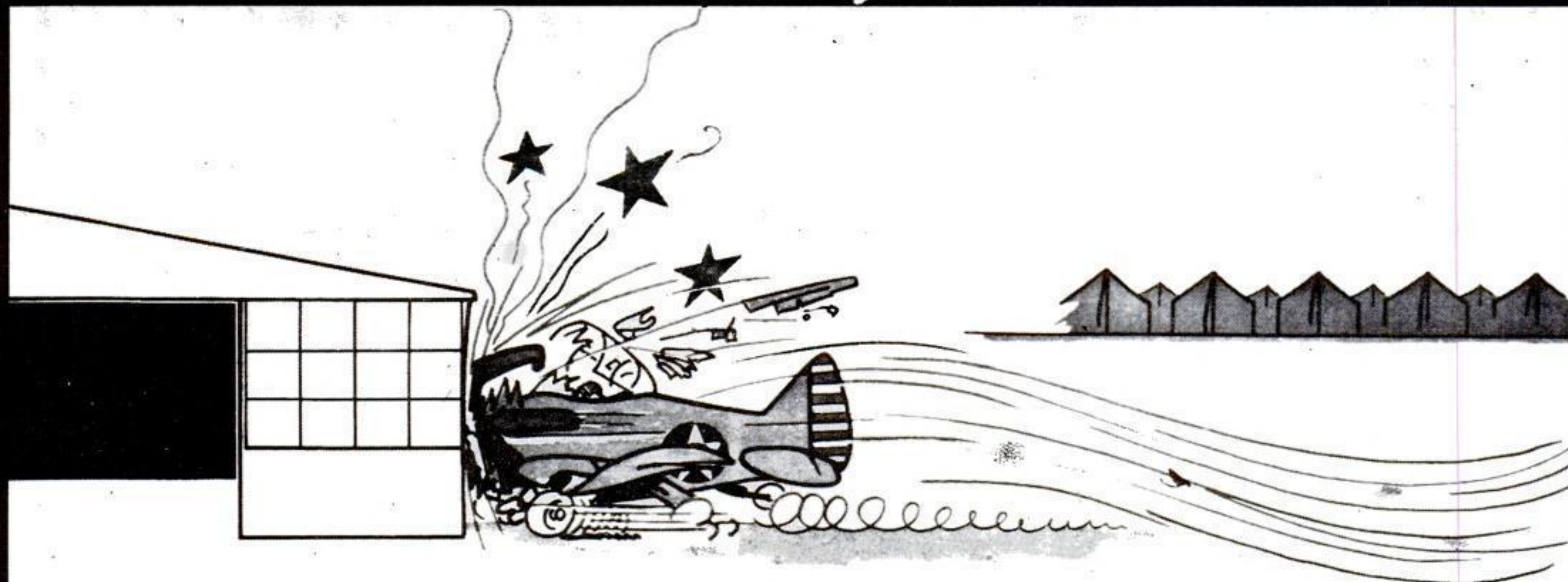
ALLIGATOR
RAINWEAR

because...IT'S SURE TO RAIN!

THE ALLIGATOR COMPANY,

St. Louis, New York, Los Angeles

This sad galoot...



**BEHOLD THE PLIGHT OF THIS SAD GALOOT
WHO "DIDN'T THINK" HE'D OVERSHOOT;
THE TRIED-AND-TRUE ANALYSIS
OF THROTTLE ARM PARALYSIS.**

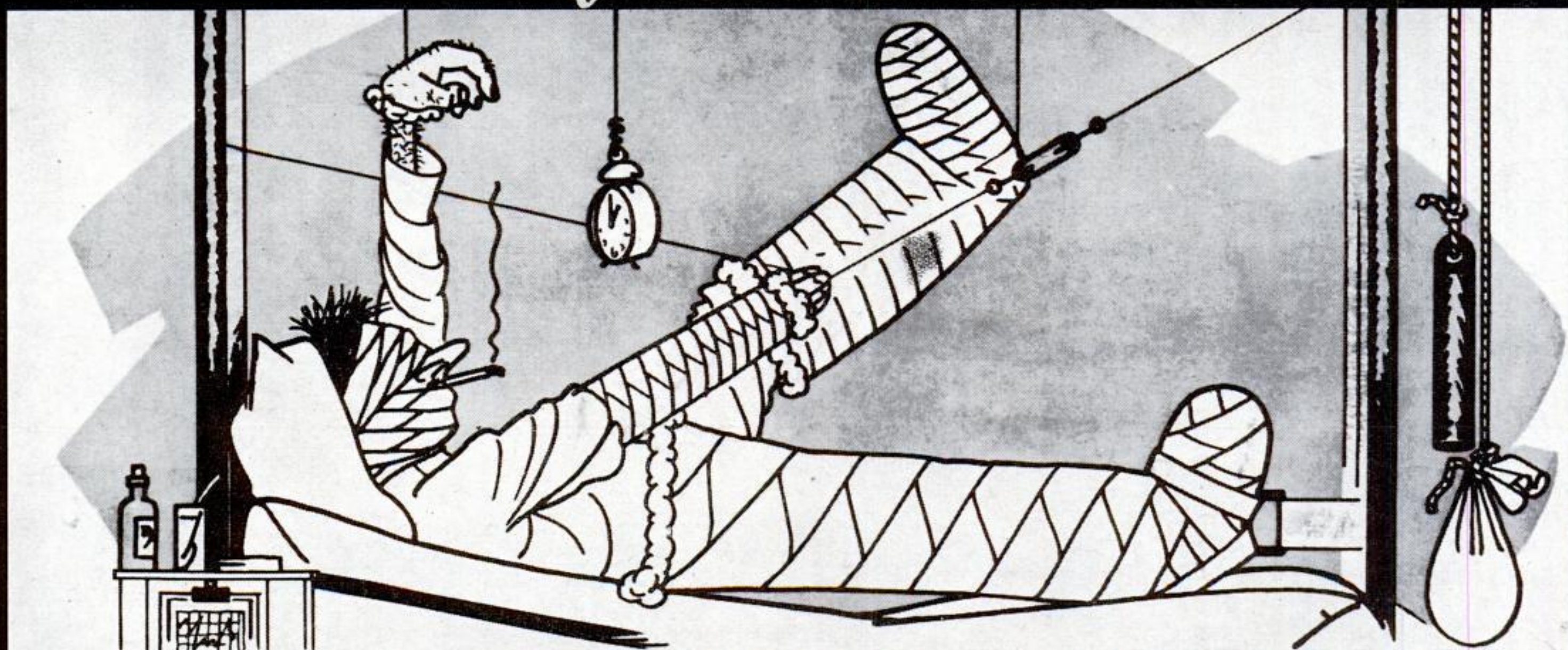
A COMMON TRAINING ERROR, OVERSHOOTING THE LANDING FIELD AND SMASHING INTO A HANGAR, IS GRAPHICALLY WARNED AGAINST BY THIS SIMPLE RHYME AND DRAWING

SPEAKING OF PICTURES . . .

. . . THESE POSTERS PROMOTE SAFETY IN FLYING

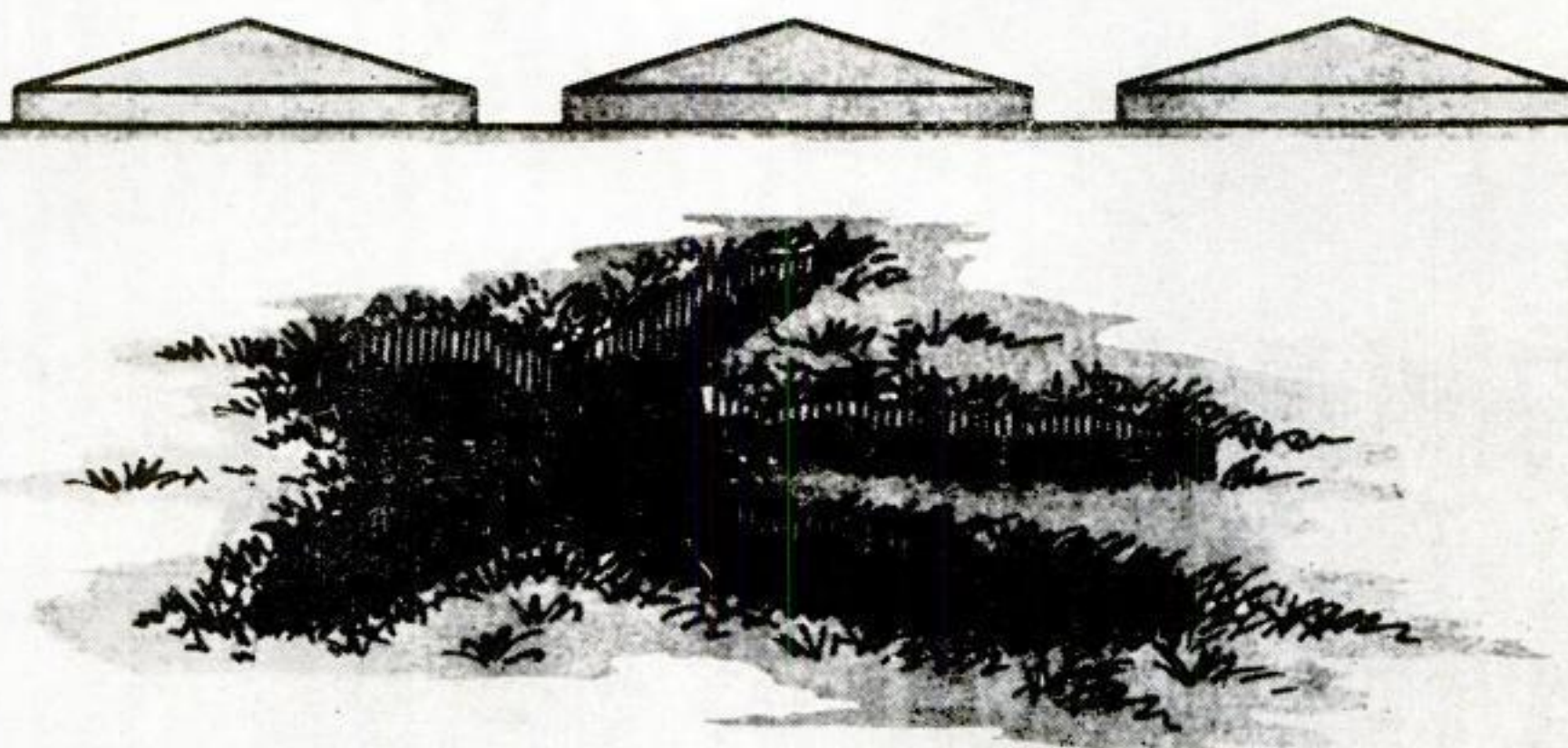
A LACK OF COMPLETE UNDERSTANDING OF ALL THE GADGETS AND DEVICES ON THE INSTRUMENT PANEL OF A PLANE SOMETIMES LEADS TO DISASTROUS ACCIDENTS LIKE THIS

He failed to switch...



**POOR OLD LOOSE TOOTHED ARCHIBALD BASS
FAILED TO SWITCH TO A FULL TANK OF GAS
HE FIGURED THAT "AUX" MEANT THE SAME AS "RESERVE"
THE RESULT AS YOU SEE RATHER TESTED HIS NERVE.**

The stupid droop...



**GANDER, MY LADS AT THE STUPID DROOP
WHO KNEW *HE* COULD MANAGE AN OUTSIDE LOOP ;
HALFWAY AROUND IT HE CRUMPLED A WING ,
AND MUFFED HIS YANK ON THE RIPCORDER RING.**

CONFIDENCE IS NECESSARY TO FLYING BUT OVERCONFIDENCE, IN THE EYES OF THE TRAINING COMMAND OFFICERS, IS NOT ONLY STUPID BUT ALSO EXTREMELY DANGEROUS

These humorous flying posters are tacked on hangar walls of every U.S. station of the Army Air Forces. Although the drawings are funny and the jingles humorous, the message these posters carry to the young pilots of the Air Forces is serious: Safety in Flying.

The posters are the brain child of Captain Willard

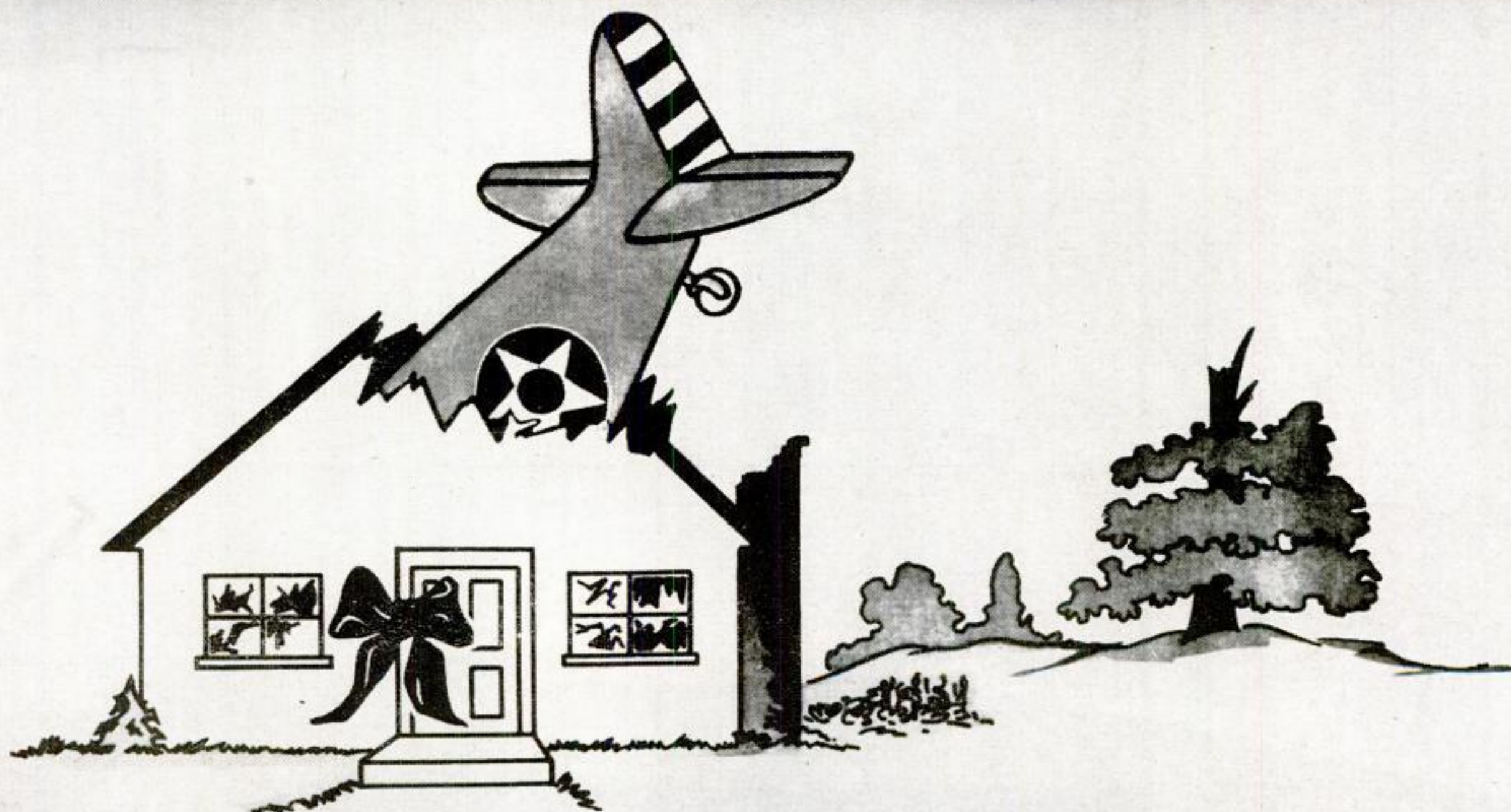
Brown, an officer assigned to Wheeler Field in Hawaii. Observing the common and easily avoidable mistakes many young pilots make, he hit upon this good-natured device as an effective means of driving home commonsense safety rules. Captain Brown worked out the first verses and the sketches were done

by Jack Ewing, civilian fire chief at Wheeler Field. The finished drawings were made by Artist James Rawls.

The pilots' reactions to them have been good. Since the first series of twelve was issued last spring, more than 135,000 posters have been sent out. They have been so successful a new series has been started.

STUNT FLYING BY YOUNG PILOTS IN TRAINING IS FROWNED ON. ACROBATICS IS AN ESSENTIAL PART OF TRAINING CURRICULUM BUT TACTICS LIKE HIGHTOWERS' ARE TABOO

A very hot pilot?



**A VERY HOT PILOT WAS HENRY HIGHTOWERS,
WHO BOASTED OF HAVING THREE HUNDRED HOURS.
TO PROVE IT HE DOVE ON HIS GIRL'S HOUSE ONE DAY-
THEY WOULD HAVE BEEN MARRIED THE FIFTEENTH OF MAY.**

"I'm tied to a post—and I love it!"



He said it was crazy to get married.

But I was crazy to—so we did.

He said I'd never manage to live at the Army Post on a second lieutenant's pay.

But you should see our cute one-room apartment—with Cannon Percale Sheets for the day beds and everything!

He said it was sinful to be so extravagant in wartime.

But I said pooh, Cannon Percales cost just about the same as heavy-duty muslin!

He said yeah. But how'll they wear?

And I said, honey, Cannon Percales last like U. S. Jeeps. There are 25% more threads to the square inch in Cannon Percale than in the best-grade muslin. And what's more, we'll save as much as \$3.25 a year for each bed in laundry bills, at average pound rates!

And then he said, sweetie...

But listen. I don't have to tell you girls everything, do I?

Cannon Percale Sheets



Made by the makers of Cannon Towels and Hosiery

How to make your sheets last longer

If you wash them at home. Don't soak sheets overnight... unnecessary... 15 minutes before washing is plenty. Don't use a bleach if you can hang sheets in the sun to dry. When you do use a bleach, put the bleach in the water and make sure it's mixed thoroughly before you put the sheets in. And always rinse *twice* after bleaching.

Always hang sheets evenly. Never use pillowcases for laundry bags. Don't let your iron get too hot, and *never* press the folds of a sheet. That's harder on a sheet than actual wear!

Have enough sheets. Sheets need a rest, too. 6 for each bed is recommended. 2 on the bed, 2 in the laundry, and 2 on the shelf. And rotate your sheets. Put the newly laundered sheets on top of the pile and pull from the bottom for use.

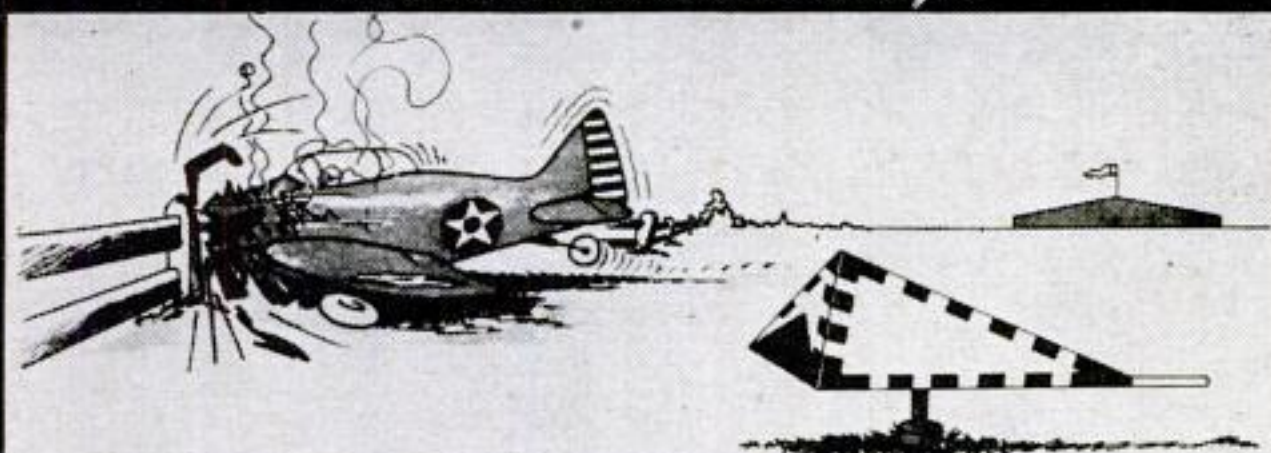
Rely on a good name. You can trust the name Cannon. And in these days, it's more important than ever to rely on a good manufacturer's name for all the things you can't see for yourself. You'll be as proud to own Cannon Percale Sheets as you have always been to own famous Cannon Towels.

Your store has a real value in Cannon Muslin Sheets—well-constructed, long-wearing—at a low, popular price. Cannon Mills, Inc., New York, N. Y.

SPEAKING OF PICTURES

(continued)

A down-wind landing...



NEITHER WIND INDICATOR SOCK OR TEE CUT ANY ICE WITH FILBERT MCGEE BUT A DOWN-WIND LANDING CHANGED HIS MIND—YOU CAN'T USE A FIELD YOU'VE LEFT BEHIND.

LANDING DOWN-WIND IS ALMOST A SURE-FIRE WAY TO OVERSHOOT THE FIELD

He mistook...



FOR FERDINAND FUTTS PLEASE LIGHT UP A CANDLE, HE MISTOOK THE FLAP FOR THE LANDING GEAR HANDLE; HE OVERSHOT, UPPED WHAT HE THOUGHT WAS THE GEAR, BUT FOLDED HIS FLAPS AND FELL IN ON HIS EAR.

ANOTHER CASE OF MISTAKEN IDENTITY IN THE COCKPIT RESULTS IN CRASH

This callow clam...



THIS CALLOW CLAM, STILL TWENTY FEET HIGH, SAT STALLING IT IN WITHOUT BAT'ING AN EYE OR USING HIS THROTTLE TO EASE HIM ON DOWN--THE FLIGHT SURGEON SAYS HE'LL RECOVER, THE CLOWN!

MANY POSTERS EMPHASIZE A TRAINEE'S HARDEST JOB: PRECISION LANDINGS

A simple slow leak...

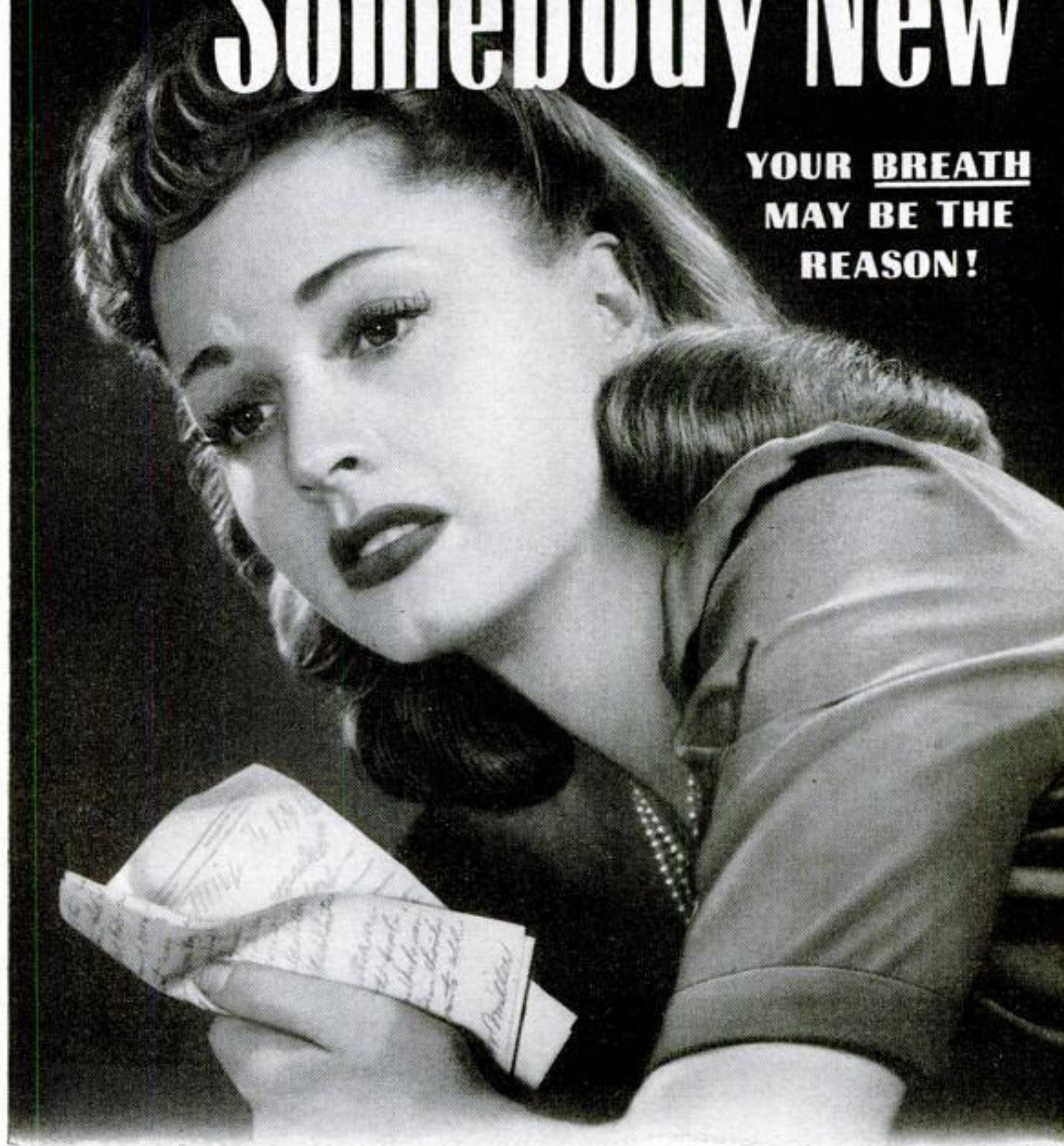


A SIMPLE SLOW LEAK WAS A FELLOW NAMED MITCH, HE TRIED TO TAKE OFF WITH HIS PROP IN HIGH PITCH; HE RAN OUT OF FIELD ERE HIS WHEELS LEFT THE GROUND—A LITTLE SMOKED BRIDGE WORK WAS ALL THAT THEY FOUND.

FOR CORRECT TAKE-OFFS CONSTANT ATTENTION MUST BE PAID TO DETAILS

If He's Found Somebody New

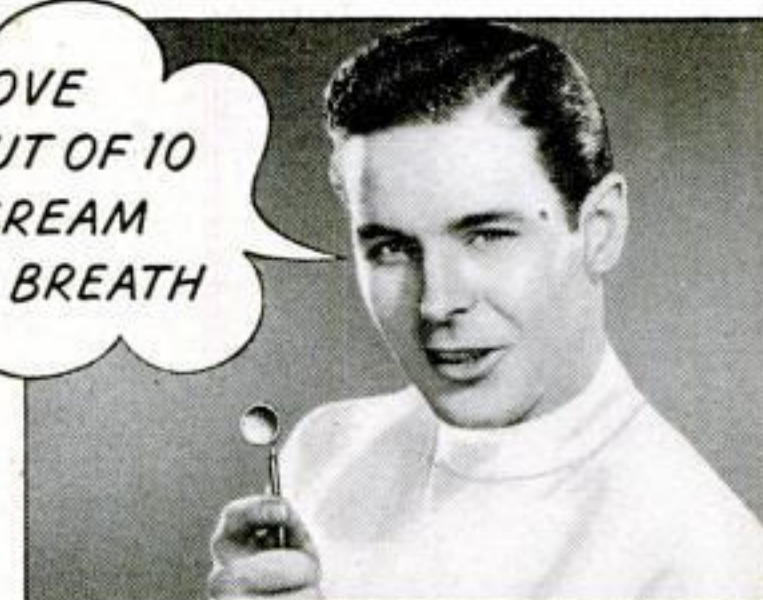
YOUR BREATH MAY BE THE REASON!



Don't take further chances! Start today to use Colgate Dental Cream...the toothpaste that cleans your breath while it cleans your teeth!

YES, SCIENTIFIC TESTS PROVE CONCLUSIVELY THAT IN 7 OUT OF 10 CASES, COLGATE DENTAL CREAM INSTANTLY STOPS ORAL BAD BREATH

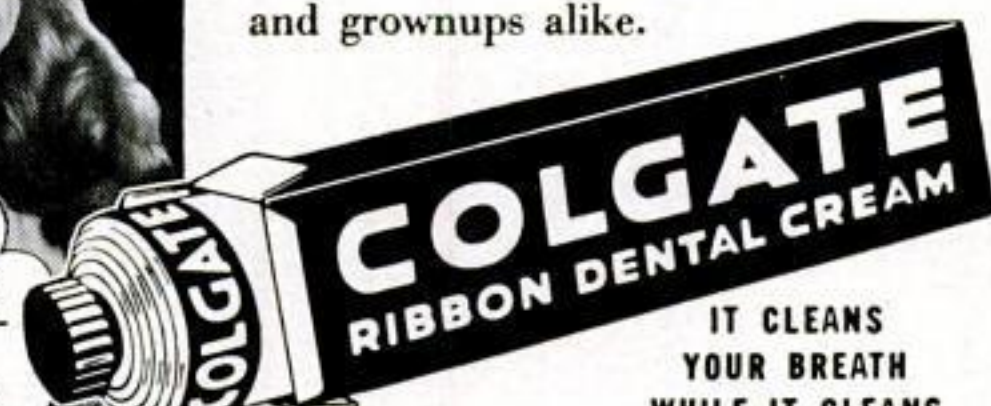
COLGATE DENTAL CREAM, you see, has an active penetrating foam that gets into the hidden crevices between your teeth—helps clean out decaying food particles and stop the stagnant saliva odors that are the cause of much bad breath.



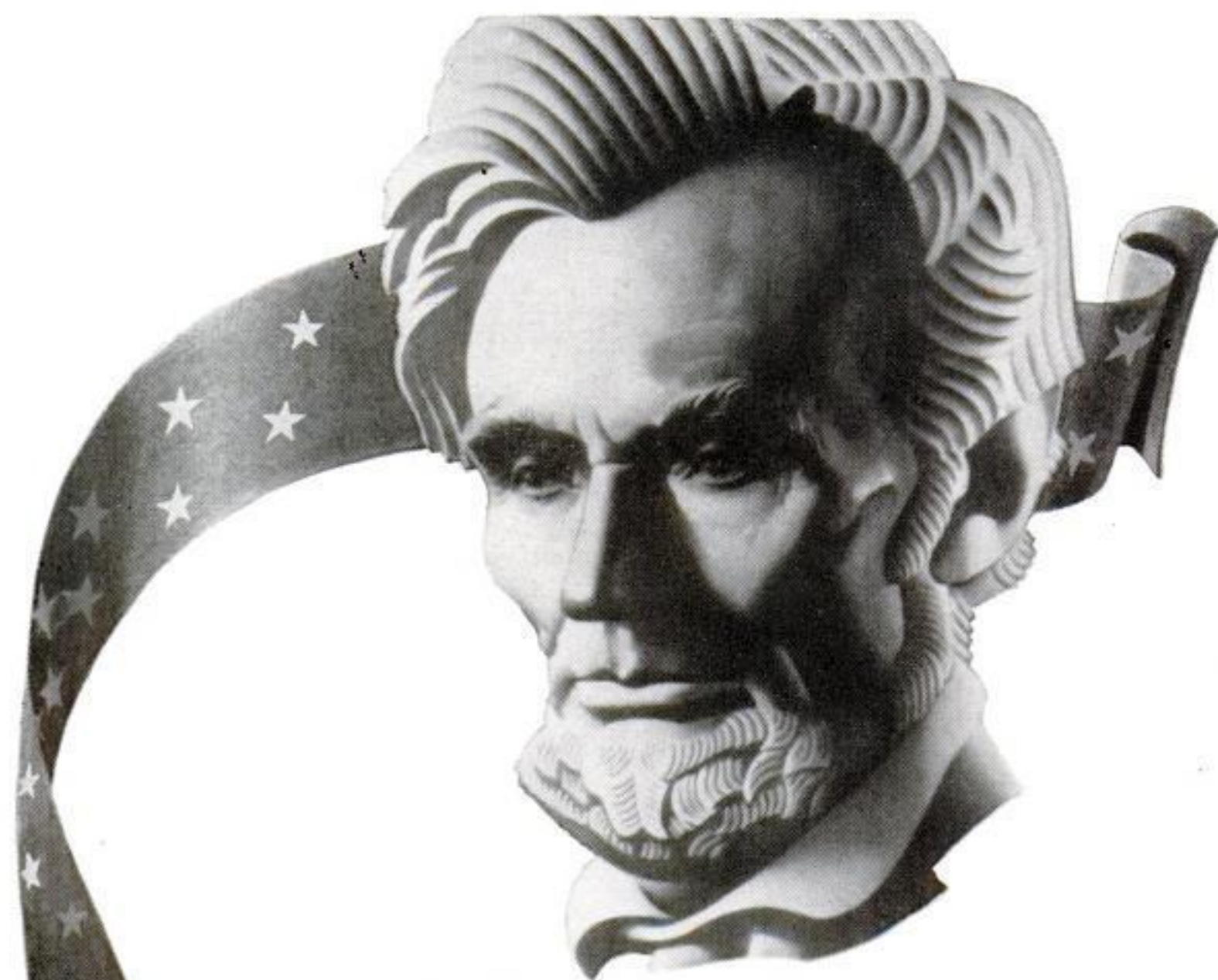
Colgate's has a soft, safe polishing agent that cleans enamel thoroughly, yet gently—makes teeth naturally bright, sparkling! Besides, Colgate's delicious, wake-up flavor makes it a favorite with children and grownups alike.



PLAY SAFE!
—TWICE A DAY— AND
BEFORE EVERY DATE—
USE COLGATE
DENTAL CREAM



IT CLEANS
YOUR BREATH
WHILE IT CLEANS
YOUR TEETH



NOW! You Can Afford \$10,000 Life Insurance

These Low Rates Make It Possible

- Here is a long-term policy that protects you for the expectancy of life based on your age, according to the American Experience Table of Mortality. It has cash and loan values.

Age	Monthly Rate Per \$1,000
20	.90
25	.99
30	1.12
35	1.28
40	1.54
45	1.89
50	2.43

AT AGE 35 a \$10,000 policy costs you only \$12.80 per month and will, should you die during the expectancy period, pay your beneficiary \$10,000 or a monthly income for life. This low-cost policy cannot be issued in amounts less than \$2,500. Write for full details, stating date of birth. Use coupon below.

More Than A Billion Dollars of Insurance In Force

THE LINCOLN NATIONAL LIFE INSURANCE COMPANY

Fort Wayne, Indiana

ITS NAME INDICATES ITS CHARACTER

THE LINCOLN NATIONAL LIFE INSURANCE COMPANY
Dept. LL-10, Fort Wayne, Indiana

Please send me full details about your Low Cost Plan, which provides ample protection at low cost.

Name _____

Street Address _____

City and State _____ Date of Birth _____

LETTERS TO THE EDITORS

INFLATION

Sirs:

Your excellent story on food prices (LIFE, Sept. 21) illustrates vividly that average changes were considerable for a three-month period. I am concerned, however, about the following statement on food prices furnished you by this bureau:

"The Government figures are conservative. The same commodities, priced at one of the largest meat and grocery chains, indicate a rise in prices almost twice as high as that reported by the Government."

The prices quoted are not "conservative." They are averages. In some stores the rise has been twice as high as the average. In many stores the rise has been only half as great.

The prices quoted by the Bureau of Labor Statistics are never released except as averages for a city, or for the large cities combined. In the period from May 15 to Aug. 15, 1942 uncontrolled food prices rose 9.8% in the large cities combined. The increase over this period was 3.7% in Memphis, it was 7.0% and in Columbus only .5%. The variation in individual stores within a city is even greater.

A. F. HINRICHS
Acting Commissioner of
Labor Statistics

U. S. Department of Labor
Washington, D. C.

Sirs:

You publish photographs purportedly to show the rising cost of food due to uncontrolled prices. In every instance the rise in price is not by reason of higher prices paid to the farmer. The real reason is that all these staples are seasonal and, while during the earlier months of the year stocks of such staples are plentiful, as the summer progresses stocks are used up or out of production.

Spinach, for instance, is a spring plant and is almost if not entirely off the market by the month of August. Butter reaches a peak of production during May. Eggs, oranges, lamb chops, chicken and grapefruit all follow the same price fluctuation as their season develops and diminishes.

What some of us farmers would like to know is: Where is all this great rise in foodstuffs by which a farmer is directly benefited?

JOHN A. LOTZGESELL
Sequim, Wash.

• Bureau of Labor Statistics' figures on food costs, which were used by LIFE, allow for seasonal as well as local fluctuations, still show rise in costs due to uncontrolled prices.—ED.

Sirs:

So that's inflation—a worker finally can buy three bottles of champagne. Well, if that's inflation I'm for it. It is about time the poor man can have a few things.

CHARLES B. POPE
Los Angeles, Calif.

GUIDE TO BRITAIN

Sirs:

I read with much interest your article, How to Behave in England (LIFE, Sept. 21). . . . Personally I think we have behaved "rawther" well already. We never pretended to know much about farthings, pence or shillings, but we did call a few billion dollars of an old war debt chicken feed, and forgot it. I say furnish the British with money, ships, the implements of war and with men. But I don't believe it is time to start talking British. In the long run Johnny Doughboy will be as well thought of just by acting natural.

HENRY J. BROWN
Utica, N. Y.

Sirs:

"A Short Guide to Great Britain," is the most pertinent printed matter to

(continued on p. 18)

WHEN LIFE DEPENDS ON

Light

be sure your
flashlight battery is
Corrosion-proof



In blackouts—real or practice—flashlights *must* be dependable. They must be insured against batteries that corrode, stick, or swell.

With Ray-O-Vac LEAKPROOF batteries, corrosion can never attack your flashlight. LEAKPROOFS are sealed-in-steel, not merely encased in a paper jacket like ordinary batteries. They are guaranteed to protect your flashlight against corrosion damage or you get a new flashlight free. And Ray-O-Vac LEAKPROOFS cost no more than ordinary batteries.



Leakproof
Longer Life
Fresh Dated
Guaranteed

RAY-O-Vac Company
MADISON, WIS.

YOU CAN TAKE THESE WITH YOU!



FLORSHEIM

SHOES... *Designed for Military Wear*

WHEN we introduced Florsheim Military Shoes, they were designed for officers of the Armed Forces. Today, with all America in the war, on front line or production line, they're the nation's *service shoes*—for the men who make the guns, *and* the ones who man them! Florsheim quality is the answer.

To our fighting men Florsheim quality means the best; to civilians it's the answer to our urgent need for conservation. From experience men know Florsheim Shoes last longer, save leather, they know they can wear them today—fight in them tomorrow. That's why we say, you *can* take them with you.

Most Styles \$10⁵⁰ and \$11

LEFT TO RIGHT
The ECLIPSE . . . \$11.00
The MILITARY . . \$10.50
The MILITARY . . \$11.00
The MILBURN . . \$10.50

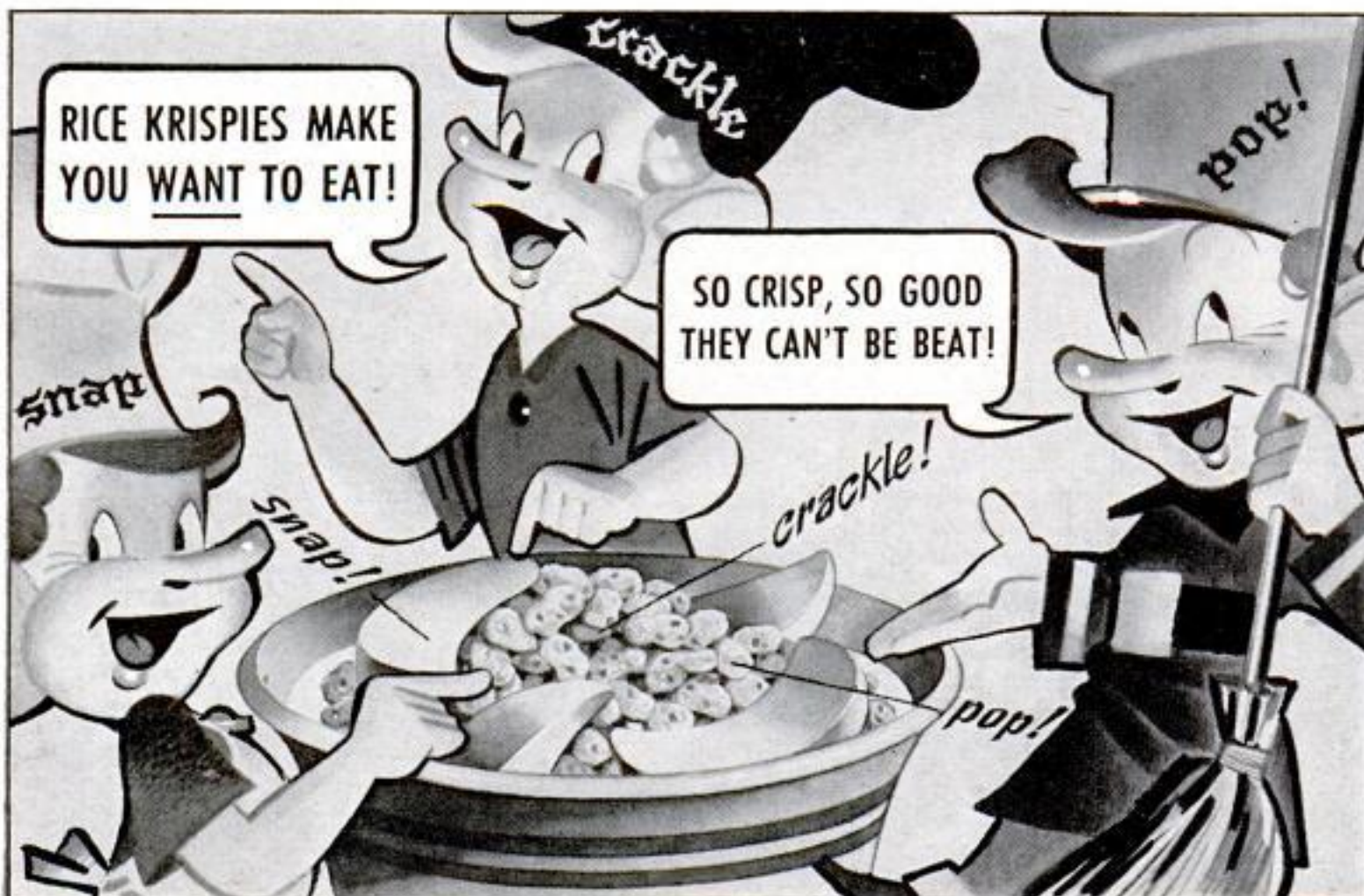


THE FLORSHEIM SHOE COMPANY • CHICAGO • *Makers of Fine Shoes for Men and Women*

COME JOIN US IN OUR MAGIC FLIGHT TO BREAKFASTS CRISP AND FULL OF "FIGHT"



Bewitching as Halloween . . . Rice Krispies snap! crackle! pop! in cream or milk



Whole grain nutritive values, lasting crispness, mellow flavor

Even blue Mondays have a rosy side! Let Kellogg's Rice Krispies show it to you.

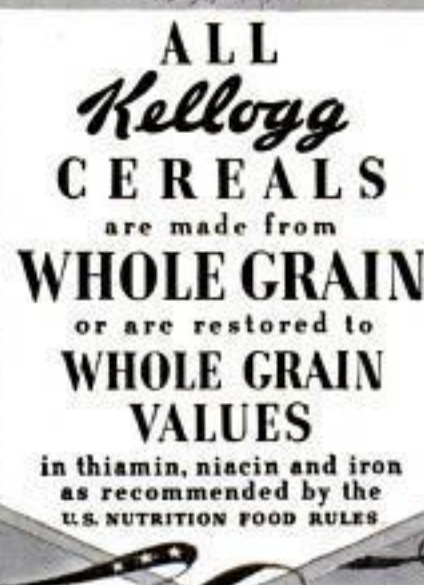
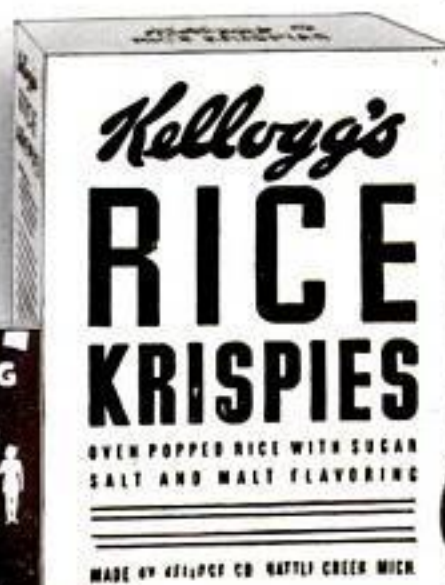
They're gay as sunlight. Listen to them snap! crackle! pop! in milk or cream. Breakfast skimpers just can't resist this cheery crispness call.

Nourishment? Rice Krispies are crowded with it. As recommended by U. S. Official Food Rules, they are restored to the whole-grain nutritive

values of natural brown rice. Thiamin (vitamin B₁), niacin and iron are added in just the right scientific amounts.

Enjoy Rice Krispies tomorrow. That delicious "crunch" in every spoonful . . . that mellow, tantalizing flavor . . . are the result of an exclusive Kellogg recipe, oven-popping and gentle toasting. Better order two packages!

"Rice Krispies" is a trademark (Reg. U.S. Pat. Off.) of Kellogg Co. for its oven-popped rice.



Copr. 1942 by Kellogg Company



LETTERS TO THE EDITORS

(continued)

come out of Washington for quite some time. . . . Early in the war Britain circulated a similar edition on America to the R. A. F. chaps being sent to this country. Britain, too, was of the opinion that ultimate success in this war can only be achieved by complete Anglo-American cooperation and accord. Ignorance of our ally breeds only disunity and a subsequent defeat.

JOCK McINTOSH

Pullman, Wash.

LIEUTENANT POWERS

Sirs:

Having just finished your excellent article on a mighty fine lad, Lieutenant J. J. Powers (LIFE, Sept. 21), I wonder if you realize that you published his picture once before? In the issue Aug. 26, 1940 in a story on the Naval Air Station, Pensacola, Fla., you had a picture of a student wearing a sign with the inscription "Ignoble Order of Blind and Dumb Pilots." This was "Jo-Jo." I was chief



LIEUTENANT "JO-JO" POWERS

flight instructor of that squadron at the time and, as we had no students who were then committed to wear the insignia, I asked a group of students if anyone would pose in the sign. The only one who consented was Jo-Jo, who had no cause whatsoever actually to receive the dubious honor of the order but in his usual good-natured way obliged.

JOHN RABY

Lieutenant Commander, U. S. Navy
Norfolk, Va.

ZOOT SUITS

Sirs:

Hurrah for your spread on zoot suits (LIFE, Sept. 21). A more solid set of pictures I've never seen.

Any hepcat or ickie whose heart isn't gladdened by those contagious grins spreading across the zoot-suit wearers' faces just ain't sending.

Zoot suit's funeral is one more reason why we've got to win this war, but quick. Hitler can't do these things to us!

JACK LITTLEFIELD

Springvale, Me.

Sirs:

Your article on zoot suits was wonderful! Never have I had more laughs per picture, or seen a more perfect group of "meat balls" than that bunch. Maybe you're right in your arguments to lower the draft age to include 18-year-olds.

PAUL EISEMAN JR.

Latrobe, Pa.

Sirs:

Agreed, those zoot suits are a waste of material, but please don't think that all we teen-agers wear them. . . . Must all 18-year-olds suffer because of a few in Washington, D. C.?

CONNIE FULLER

Lexington, Mass.

Sirs:

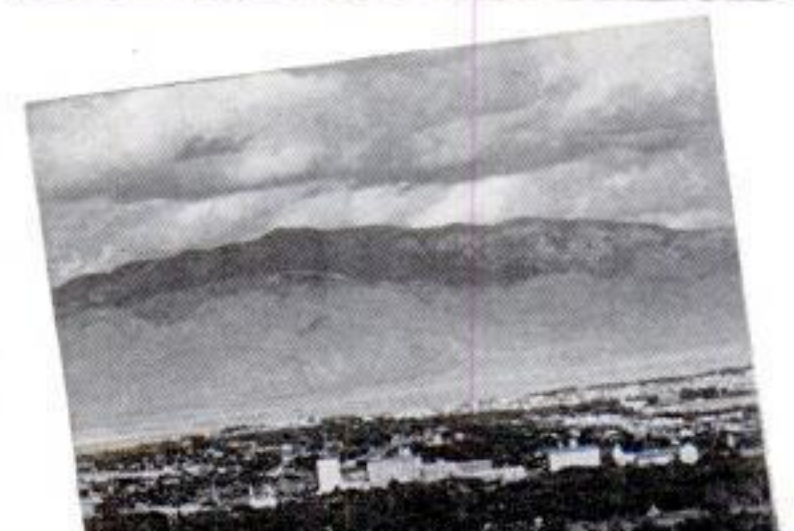
As a dancing instructor I have always thought the most colorful part of the jitterbug was his dancing and not his zoot suit. I have found something more colorful than either—it's the hepcats' jive jargon in ordering his juke jacket and jumpers. His dialog to

(continued on p. 21)

To Your HEALTH'S CONTENT



FOUNTAIN FAVORITE FOR YEARS
... NOW IN BOTTLES, TOO!



Come LIVE in ALBUQUERQUE

Here's the place to get away from rush and turmoil! Sheltered by mountain ranges, blessed by constant sunshine, Albuquerque offers you a wonderful place to live in a friendly little city in the finest year-round climate in America. The bright sun beams down from a turquoise sky more than 76% of the total possible time, rain comes seldom and fog almost never, and the air is mild and dry and healthful. There's every modern facility, every comfort and every opportunity for pleasant, wholesome living for old and young alike, in Albuquerque.

Mail this coupon today for a beautiful free booklet!

ALBUQUERQUE CIVIC COUNCIL
DEPT. C, ALBUQUERQUE, NEW MEXICO

Please send your FREE booklet to

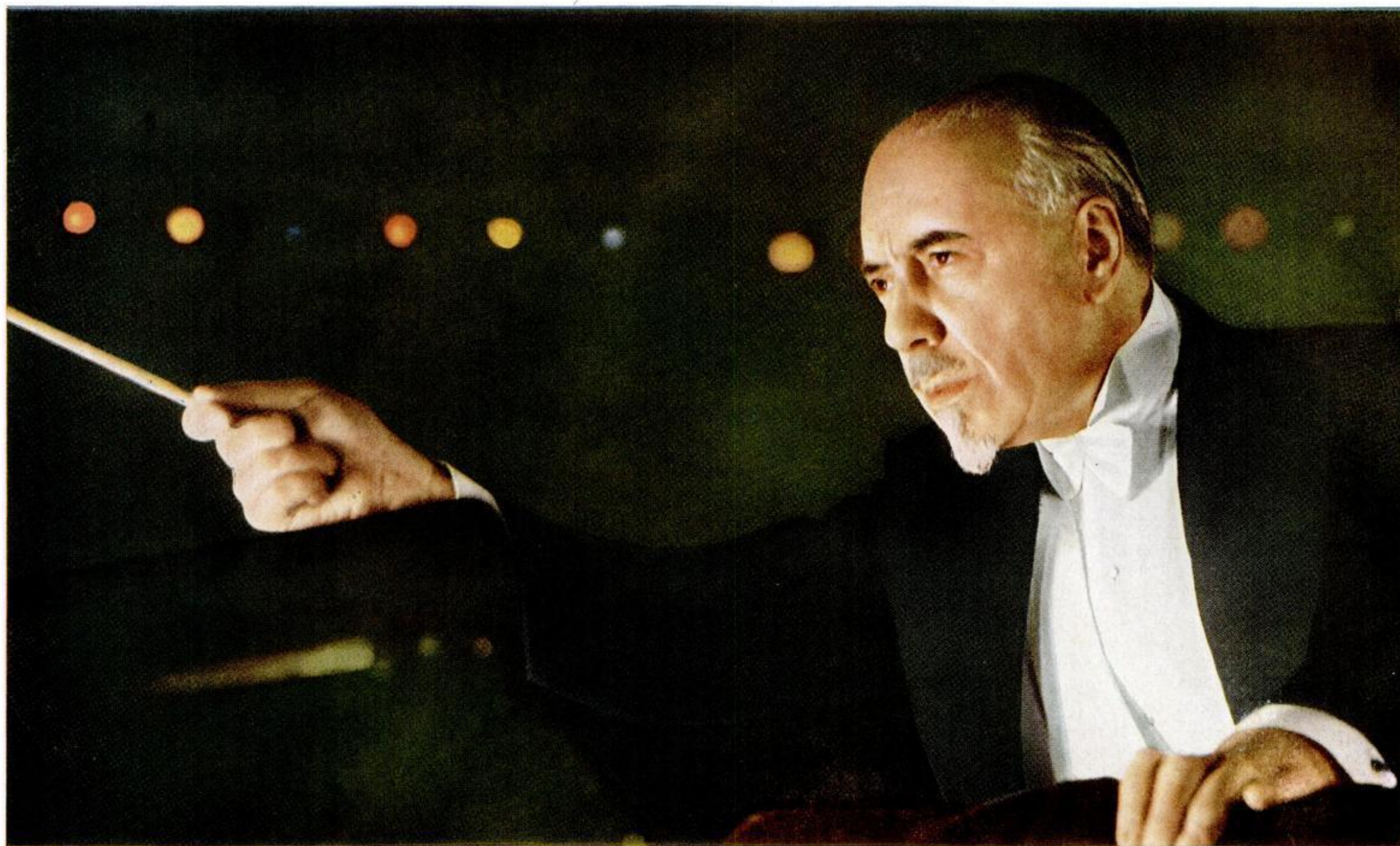
NAME _____

STREET _____

CITY _____ STATE _____

Sir Thomas Beecham

Just recorded on **Columbia Masterworks** by this world-famed Briton is his magnificent reading of Tchaikovsky's "*Capriccio Italien*" with the Philharmonic-Symphony of New York (Set X-MX-229, \$2.63). Be sure to hear it—also his superb new "*Prague*" Symphony of Mozart (Set M-MM-509, \$3.68) with the London Philharmonic.



Great Conductors — Great Orchestras — faithfully yours because of Columbia Records' Sensitone — Surface

Now you can hear the true beauty and tonal richness of orchestral music just as you hear it in the concert hall—brilliantly recorded on Columbia Masterworks Records!

• Hear great orchestras *at their best!* The Sensitone-Surface of Columbia Masterworks Records faithfully reflects the individual personality of each orchestra . . . each conductor. That's why most of the world's great conductors and great orchestras now record exclusively for Columbia Masterworks.

Enjoy the resplendent playing of the London Philharmonic under the inspired direction of Sir Thomas Beecham. Their Columbia recordings bring you Mozart's great symphonies, including those in E-flat, G minor, and C major—the Franck Symphony in D minor—Tchaikovsky's Fifth—Handel's Faithful Shepherd—Grieg's popular Peer Gynt Suite.

The triumphs of this great English maestro . . . and of Artur Rodzinski . . . Bruno Walter . . . Leopold Stokowski . . . Fritz Reiner . . . Dimitri Mitropoulos . . . and many others . . . are *faithfully yours on Columbia Masterworks!*



Hear Artur Rodzinski and The Cleveland Orchestra play Dimitri Shostakovich's magnificent *Fifth Symphony*. Set M-MM-520 . . . \$5.78



Fritz Reiner and the Pittsburgh Symphony Orch. Their Masterworks recording of Debussy's *Iberia* is a triumph. Set M-MM-491 . . . \$3.63



Bruno Walter and the Philharmonic-Symphony Orchestra of N. Y. record Beethoven's *Symphony No. 5 in C minor*. Set M-MM-498 . . . \$4.73



Stokowski and the All-American Orchestra record his great *Symphonic Synthesis* of Moussorgsky's *Boris Godounov*. Set M-MM-516 . . . \$3.68

Columbia  **MASTERWORKS** **Records**

Trade Marks "Columbia," "Masterworks" and  Reg. U. S. Pat. Off.

COLUMBIA RECORDING CORPORATION  A SUBSIDIARY OF COLUMBIA BROADCASTING SYSTEM, INC.

Du Pont suggests **SIX SENSIBLE STEPS** **BEFORE YOU PUT IN ANTI-FREEZE**

↓ Your car must last! It can't, if you let the cooling system go bad!



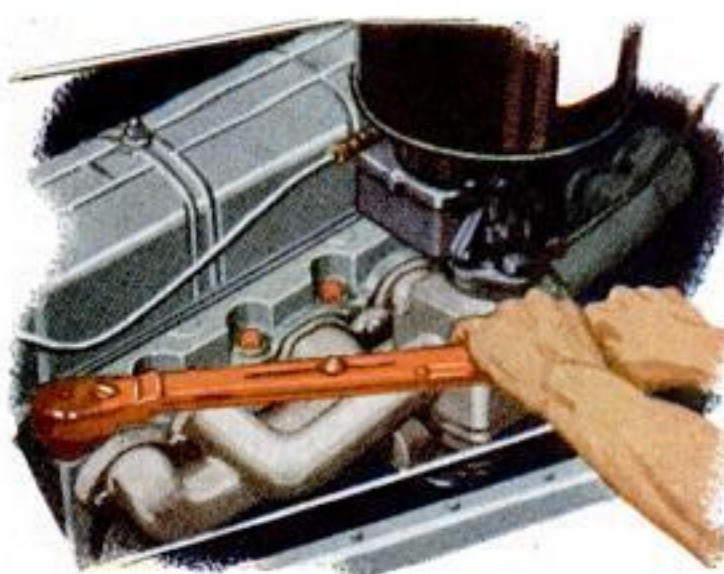
1. CLEAN THE RADIATOR. Radiators that contain rust, scale and dirt will overheat because of poor circulation. Anti-freeze is lost, and the engine may be damaged. Have your dealer use Du Pont Cooling System Cleanser, and check the radiator for leaks at this time.



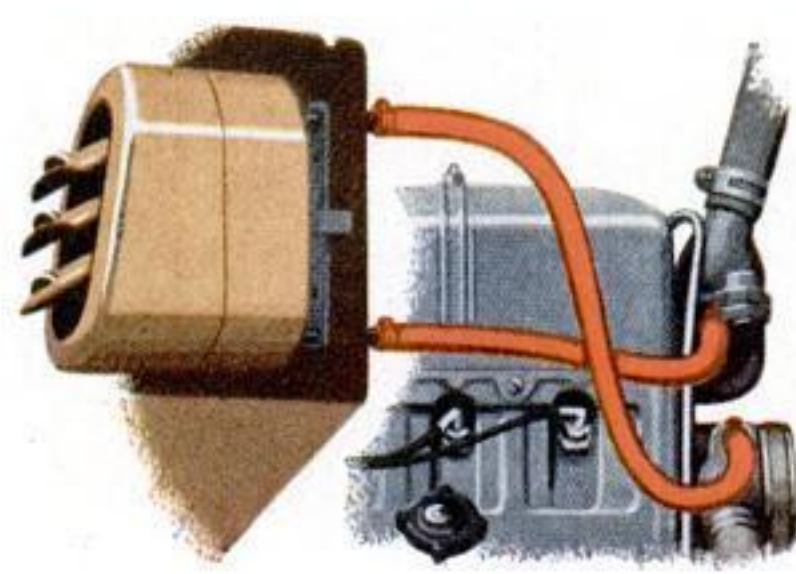
2. CHECK THE HOSE CONNECTIONS. Be sure all cooling system hose is tight, to prevent anti-freeze leakage. Your dealer should replace rotted hose, if possible, so worn particles won't clog radiator or thermostat. Make sure that the thermostat is in good working order.



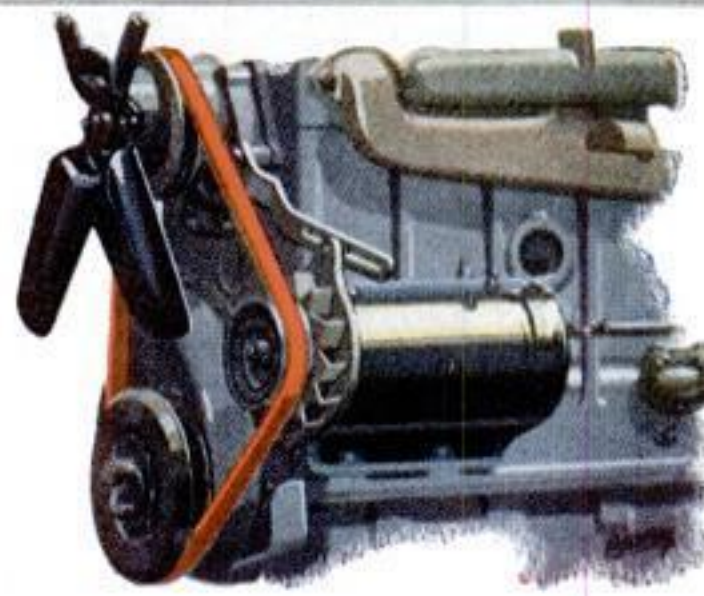
3. EXAMINE THE WATER PUMP. Water pumps should be tight to prevent leakage of anti-freeze solution and air suction. Leaks in the pump most frequently develop along the propeller shaft. Have your dealer check the pump and repair any worn or faulty parts.



4. TIGHTEN THE CYLINDER BOLTS. Looseness of the head bolts and expansion plugs on the cylinder block often causes anti-freeze leakage. Your dealer should use a tension wrench to make all engine head bolts equally tight.



5. CHECK THE HEATER. The feed lines should drain without any high points to trap air. When the cooling system has been refilled, start the engine and open the valve at the top of the heater to remove all air pockets.



6. SEE THAT THE FAN and belt work properly. If the fan belt is worn or slipping, it should be taken up. If it's too badly worn, get a new one, if possible. Also, make sure there are no loose, bent or broken blades on the fan.



\$2⁶⁵ **WON'T BOIL OUT! ONE FILLING**
A GAL. LASTS ALL WINTER LONG!

Du Pont "Zerex" is an outstanding premium anti-freeze. Non-evaporating. For the man who will pay a little more for complete freedom from winter worries.

\$1⁰⁰ **ECONOMICAL! REQUIRES ONLY**
A GAL. AN OCCASIONAL CHECK-UP!

Du Pont "Zerone" is America's largest-selling anti-freeze. It's the type preferred by the American motorist who wants maximum protection at minimum cost.

Finally — pick a Du Pont anti-freeze for your car.

"Zerone" and "Zerex" do more than prevent freezing. Each of these anti-freeze products prevents rusting, corrosion and deterioration of all parts of the cooling system — parts which today are hard to replace.

Even if you're laying up your car, don't drain it. That invites rust. Add anti-freeze for protection against unexpected freezing and rust.

Do your part to conserve anti-freeze so there will be enough to go round. Don't buy or use more than you need. For safety's sake, you'd better order your "Zerone" or "Zerex" now. Available in cans or bulk — at the same low prices as last year.

Catching Cold?

At First
SNIFFLE
or
SNEEZE

USE THIS
**SPECIALIZED
MEDICATION**

**Helps Prevent
Many Colds From
Developing**

The instant you use Vicks Va-tro-nol—it goes to work—right in the trouble area where most colds start. It aids natural defenses against colds. Used at the first sniffle or sneeze it helps prevent many colds from developing. Try it. **WHAT'S MORE**—when a head cold stuffs you up, Va-tro-nol relieves distress 3 ways—(1) shrinks swollen membranes, (2) relieves irritation, (3) helps clear clogged nasal passages. Follow the directions in every Va-tro-nol package.

**VICKS
VA-TRO-NOL**

**CHILD'S
COLDS**

To relieve misery—rub VapoRub on throat, chest, back and let its time-tested poultice-vapor action go to work! Ideal for children. Good for adults.

**VICKS
VAPORUB**



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MODERN CHARM

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PULLMAN
MODERN-MADE FURNITURE

3759 S. ASHLAND AVE. - Chicago

LETTERS TO THE EDITORS

(continued)

the tailor-man runs something like this:

"Construct for me a sadistic cape with a murderistic drape; shoulders Gibraltar, shiny as a halter. Drape it, drop it, sock it and lock it at the pocket. Give me pants that entrance; a frantic 31-in. knee that drapes lightly, politely and slightly to a 12-in. cuff, making it eempeereetive for me to grease my Garbos to slip 'em on. As for the color, J-a-a-c-k, let the rainbow be your guide."

ARTHUR MURRAY
President, Arthur Murray
Dance Studios

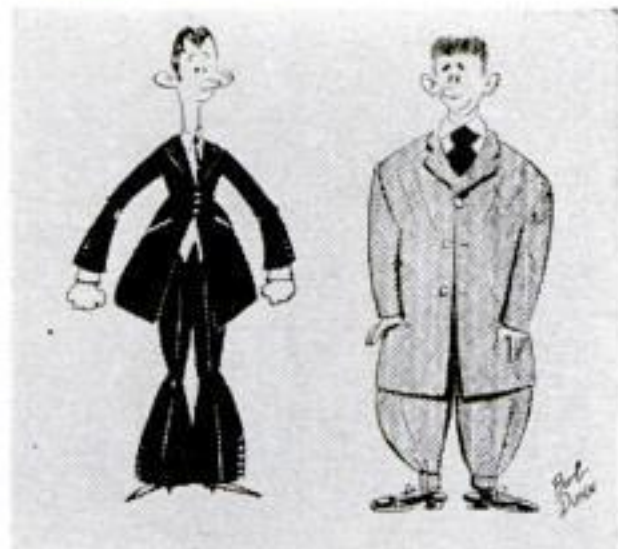
Hollywood, Calif.

Sirs:

I never thought we'd see as dizzy a style as the "sharpie" and "cake-eater" of the early 1920's but the zooters did the trick (see cut).

BOB DUNN

Millburn, N. J.



CAKE-EATER AND HEP CAT

HARGROVE HUMOR

Sirs:

See Here, Private Hargrove (LIFE, Sept. 21) truly is "the most refreshing humor of World War II." How lucky we are to have our boys find actual humor in their war service. I'll bet that is something that the Axis soldiers can't find.

HENRIETTA HUNT

Columbia, Mo.

Sirs:

A chestnut, indeed! [Hargrove's tale about the draftee who read every stray piece of paper until he was discharged for supposed insanity.]

Now we can expect to be deluged with other World War I chestnutsies, such as the one about the colored boy who had been a "pilot" in the cavalry. When asked, "How come?" he said, "I pile it here, and pile it there."

And the colored boy who was going to be in "B" Company in the next war—"Be there when they go, and be there when they come back."

And the soldier who had been in France about ten days and was asked to settle an argument between a French shopkeeper and a soldier over the change from a 20-franc note. When he was asked if he spoke French, he said "Sure" and turned to the Madame with the following dialog:

Soldier: "Bonjour, Madame."

Madame: "Bonjour, M'sieur."

Soldier: "Parlez vous Francaise?"

Madame: "Oui, M'sieur."

Soldier: "Then, why in hell don't you give this guy the right change?"

And, please don't publish the one about the French girl who wanted to meet that Mrs. Bitch who had so many sons in France as second lieutenants.

Ad infinitum, ad nauseam, add anything but any more first World War stories under the heading of this war.

ALFRED R. ROCHESTER

Seattle, Wash.

SOUTHERN PACIFIC

Sirs:

That was a swell article regarding the war effort of the Southern Pacific Railroad (LIFE, Sept. 21). It showed Johnny Doughboy and John Q. Public just what a fine job our railroads are



*A little rubber~
a lot of American "know how"!*

Good old American "know how" has done it again! For this winter—despite the meager allotment of rubber—manufacturers are able to provide rubber footwear for the essential health protection of millions. Necessary W.P.B. rulings have restricted styles, and eliminated colors and frills.

We at Hood and B. F. Goodrich have named this footwear "Duration Quality."

By drawing on our background of experience and ingenuity, we have found ways to give you more service and better looks than would seem possible under the circumstances. And we know you will wear this footwear with patriotic good will till the war is won!

★ ★ ★

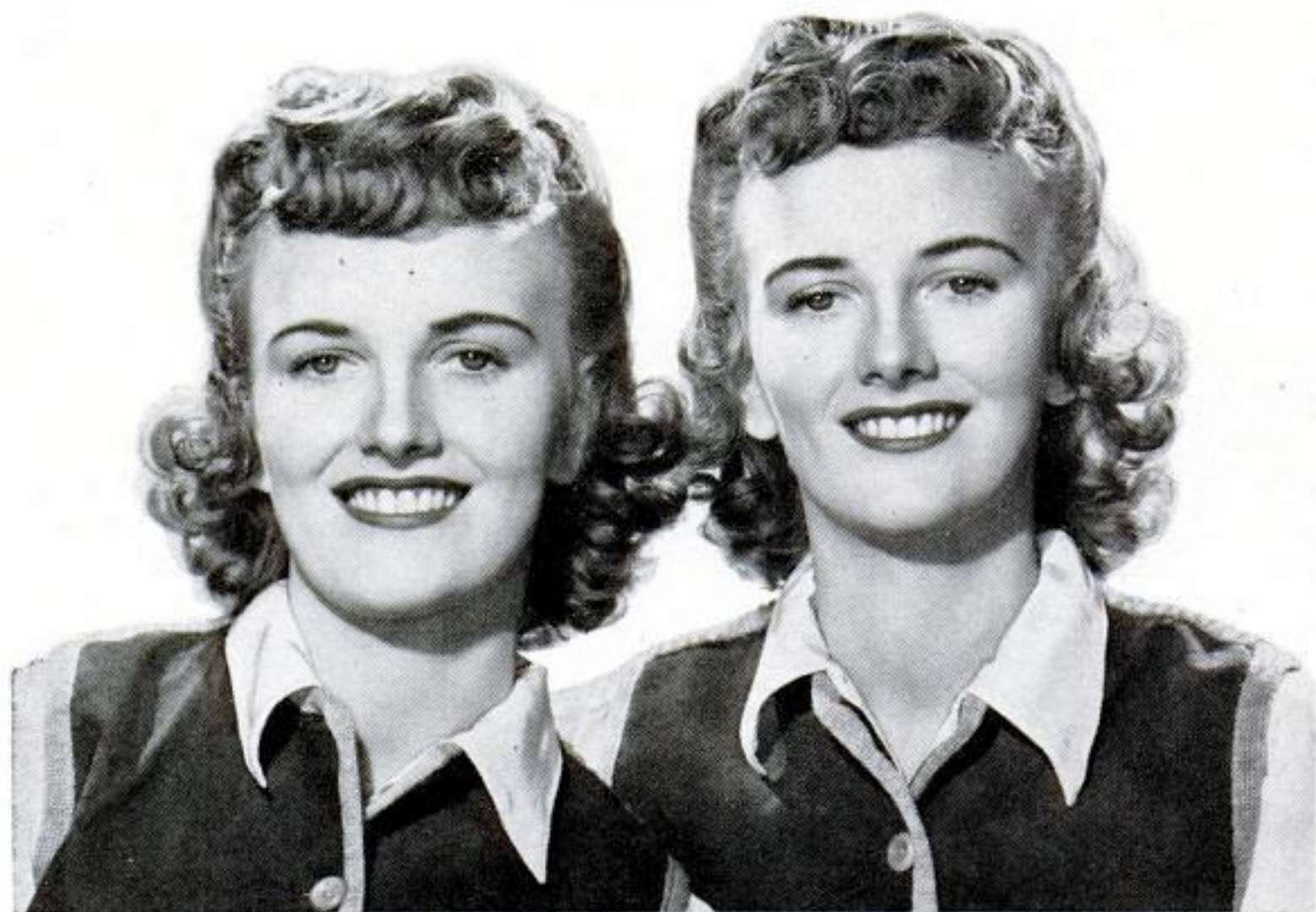
NOTE TO GOOD CITIZENS: Buy only what you need—take care of what you have. *And be sure to throw your scrap into the fight!*

FOOTWEAR FACTORY, WATERTOWN, MASS.

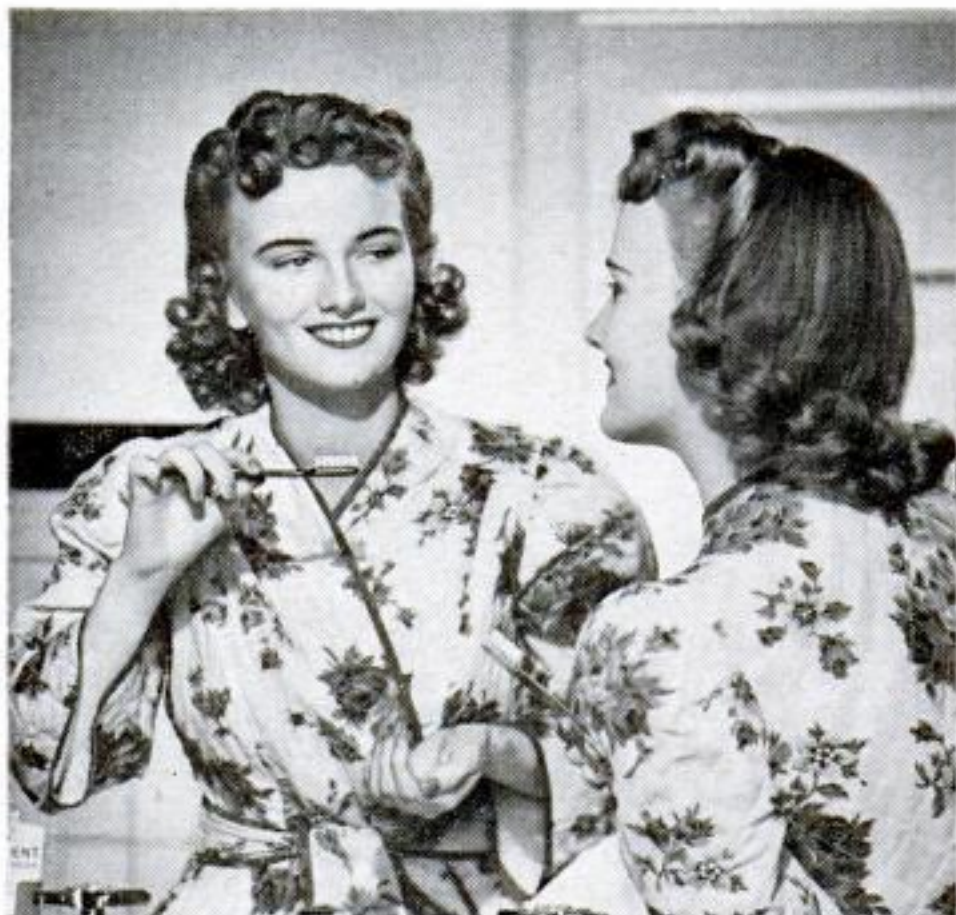
Hood Rubber Co.
A DIVISION OF
B.F. Goodrich
FIRST IN RUBBER

(continued on next page)

"Meet my brighter half"



Chicago's Fitzgerald Twins flip a coin to decide who will be brighter...and Pepsodent Powder turns the trick

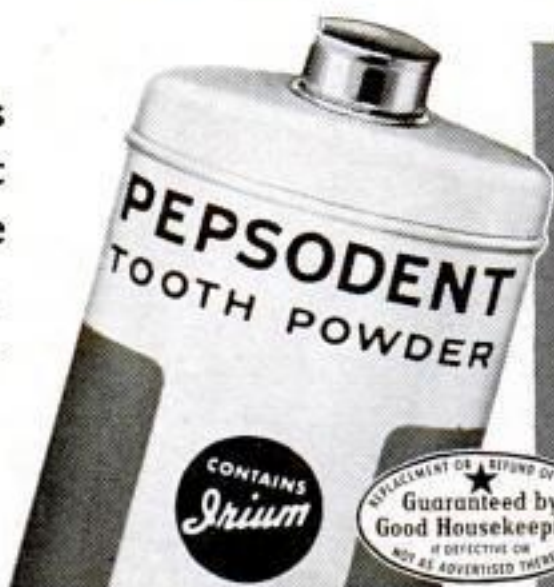


Thanks to a penny Bernice Fitzgerald became a very bright girl. She and her twin sister recently made a tooth powder test. They flipped a coin to see who would use Pepsodent. Bernice won. Bernadette chose another well-known brand. Their tooth-brushing routine was identical... even to timing their brushings with a minute-glass. But the results were vastly different!

They used to dare friends to tell them apart... before the test. But after a couple of weeks anyone could see a difference between them. "Who'd have thought it would be so noticeable! Everyone we met remarked about it. My teeth became *twice as bright* as Sister's," reported Bernice. "Even Dad marveled at the difference Pepsodent made! So Pepsodent's the choice of the whole family now."



Independent laboratory tests found *no other dentifrice* that could match the high lustre produced by Pepsodent. By actual test Pepsodent produces a lustre *Twice as Bright* as the average of all other leading brands!



Pepsodent Powder can make your teeth far brighter, too!

LETTERS TO THE EDITORS (continued)

doing to get the guns, tanks, bullets, planes, clothing, oil, food and equipment to the front.

THEODORE J. KINN
Dunkirk, N. Y.

Sirs:

One interesting item missing from LIFE's informative pictorial essay on the Southern Pacific is the fact that the main office of this transportation giant is in this State, 891 miles from nearest Southern Pacific rails at New Orleans. Reason: Kentucky laws require that



SOUTHERN PACIFIC MAIN OFFICE

firms incorporated in the State must here maintain chief offices and here hold their annual meetings.

The Southern Pacific Company was incorporated in Kentucky in 1884 and has maintained official headquarters in three Kentucky towns. . . . In 1932, it moved to the village of Spring Station, did over a cottage into a "home office" and there holds its annual stockholders' meetings. Every year, in April, Secretary and Director W. F. Bull, New York, comes to Spring Station, calls to order a handful of stockholders for election of directors. Southern Pacific's official seal, kept at Spring Station, is then impressed on the papers and a requirement of Kentucky corporation law is met.

PAUL J. HUGHES

Courier-Journal
Louisville, Ky.

GEORGIA COURT

Sirs:

Your story and pictures of Dahlonega, Ga. brought back memories of the days when, as State Geologist, I used to stay at the Smith House. I recognize in the pictures men I knew who were willing at any time to drop their work and show me a mine and then insist that I "stop by for a snack to eat." I wrote the text of the sign about the first gold mine in the picture on page 67.

Much more could be said about Dahlonega: Crown Mountain with its scars of abandoned gold mines; and the vision of a meeting of the Dahlonega gold miners in 1849 to vote on whether to go to the new gold fields of California. The Government assayer pleaded with them not to go and is credited with being the first to say, "There's gold in them thar hills."

RICHARD W. SMITH
Tuscaloosa, Ala.

Sirs:

The faces of the characters in your Georgia court scenes were a revelation to me. Damned if they didn't look about like us Yankees.

The more *e pluribus*, the more *unum*.
C. BALL

Skaneateles, N. Y.

MUCH-ALIVE MOROSCO

Sirs:

I trust that you will be happy to learn that you recently made a great mistake in announcing my death [Speaking of Pictures, LIFE, Sept. 21]. I am still a very-much-alive citizen of the quiet little town of Hollywood.

"Backward, turn backward, oh time in thy flight"—and make me alive again, until further notice.

OLIVER MOROSCO
Hollywood, Calif.



SAVE THOSE "LEFTOVERS"

★ Food is vital for victory—don't waste a morsel. Left-over meats, vegetables, breads—all make nourishing meals. To protect leftovers: Let hot foods cool, then wrap or cover tightly with Cut-Rite and place in refrigerator. Use Cut-Rite also to protect your freshly baked breads and pastries—and to keep cut fruit from losing flavor.



It RESISTS MOISTURE!

... furthermore, Cut-Rite is so extra-strong and extra-pliable that everything can be wrapped tightly, without danger of "bursting." Ask for Cut-Rite by name, in the big blue and white carton. AT YOUR GROCER'S

SAVE MONEY

Select Cut-Rite in the economical handy, 125-ft. roll. Always full length.

CUT-RITE WAXED PAPER
...Helps Save Food Vital for Victory!

AUTOMATIC PAPER MACHINERY CO., INC., HOBOKEN, N.J.

THE definite purpose of LIFE is to inform its readers of what is going on in the world today—to bring them the news which can best be told in pictures.



Safeway BRUSH TOP SPOT REMOVER
The SPOT REMOVER that cleans clothing, fabrics, home and auto upholstery, 10c and 25c at all 5c and 10c, dept. and drug stores. Or send 10c for handy pocket-size, Safeway Chemical Co., 6912 Lorain Ave., Cleveland, Ohio. **BRUSHES SPOTS AWAY**



PIPE
SMOKING
MACHINE

USED TO "BREAK IN" PIPES
THE MACHINE DUPLICATES THE SLOW DELIBERATE
PUFFING OF THE EXPERIENCED SMOKER.

SO AMAZING
IT WAS FEATURED IN
RIPLEY'S
"BELIEVE IT OR NOT"

AMERICA'S ONLY

Pre-Smoked
PIPES

DR. GRABOW

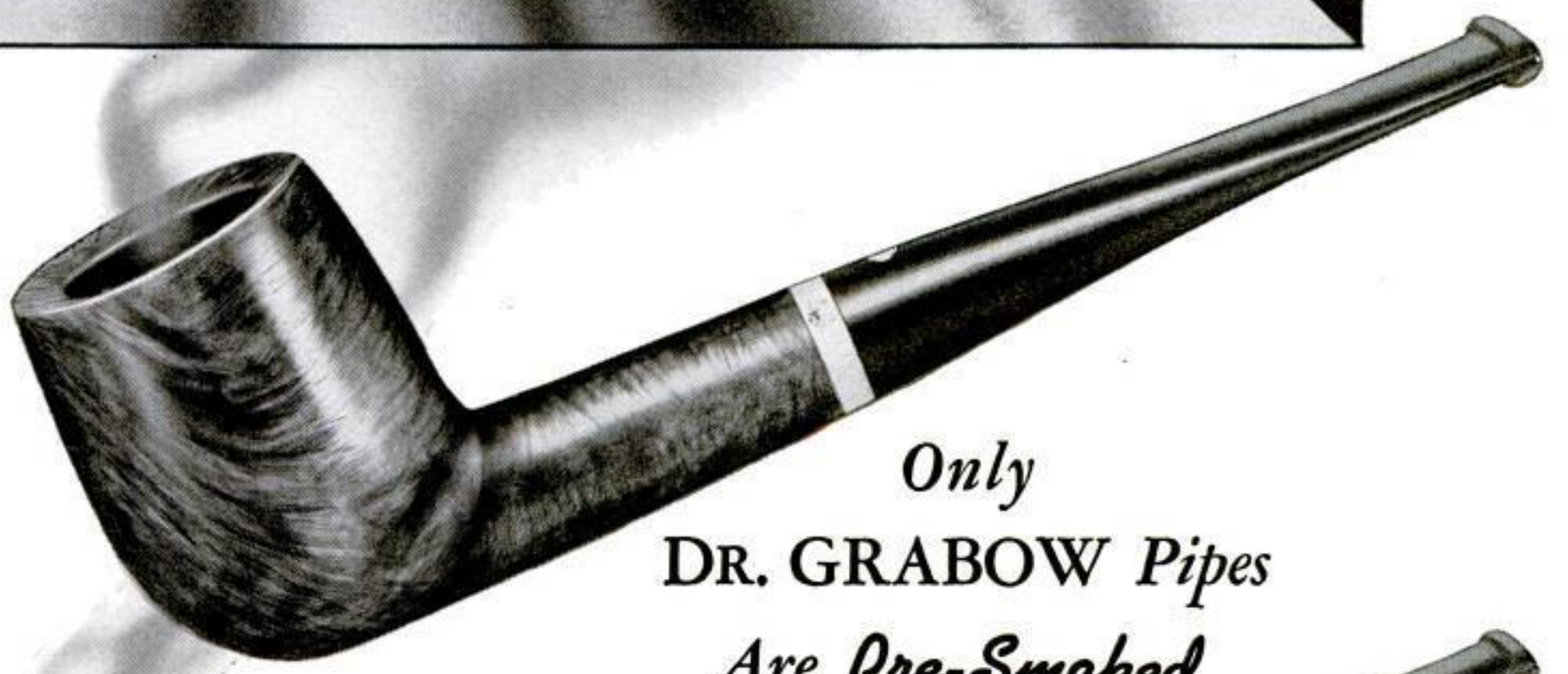
THE *Pre-Smoked* PIPE

*No Bite • No Bitter Taste •
No Breaking In*

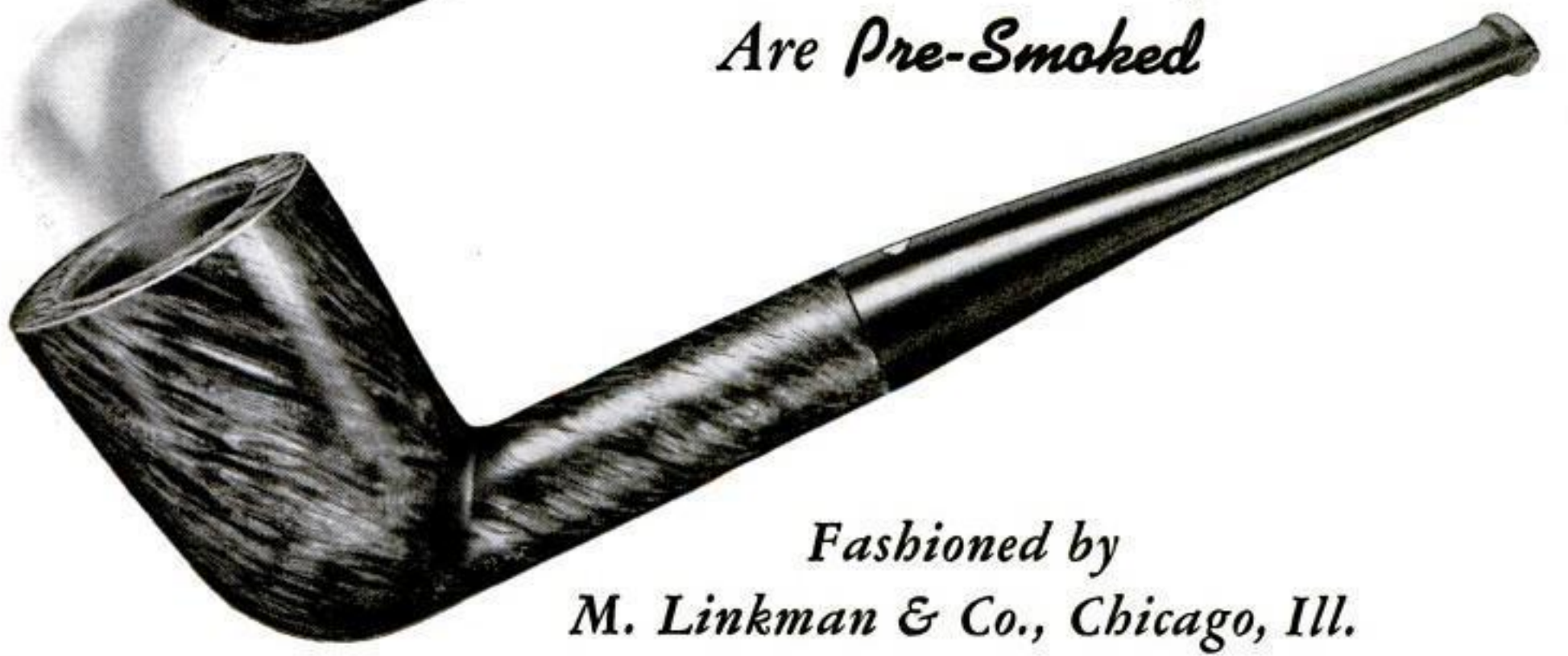
All the full, deep pleasures of a grand pipe are yours at the very first puff of a Pre-Smoked DR. GRABOW . . . for this is the pipe that is mechanically broken-in before you get it **\$1.50 AND \$2**
Gift Boxed

New DR. GRABOW Tru-Grain
A GRAIN CREATED BY NATURE

The deep, red glow of a sunburst grain . . . the stored-up goodness of this centuries-old TRU-GRAIN root . . . combine to give you character and beauty in the fine Pre-Smoked pipe you've long wanted **\$3.50**
Gift Boxed



*Only
DR. GRABOW Pipes
Are Pre-Smoked*



*Fashioned by
M. Linkman & Co., Chicago, Ill.*

★ FOR VICTORY • BUY U. S. WAR BONDS AND STAMPS ★



Clicks everywhere
**GOEBEL
BEER**

'Most everybody likes Goebel. People like the *taste* which, in only a few months, has built a national reputation. Won't you try Goebel soon? Goebel Brewing Company, Detroit, Michigan.

Michigan's *National* Beer • Right From The Cypress Casks of Goebel



Life **BRAS THREE**

PETER PETER PUMPKIN EATER

Peter, Peter, Pumpkin Eater
Hid his wife so none could see her
But she discovered Life Bras 3—
Now proud of her indeed is he!

Life by Formfit
Tailored-to-fit Bras

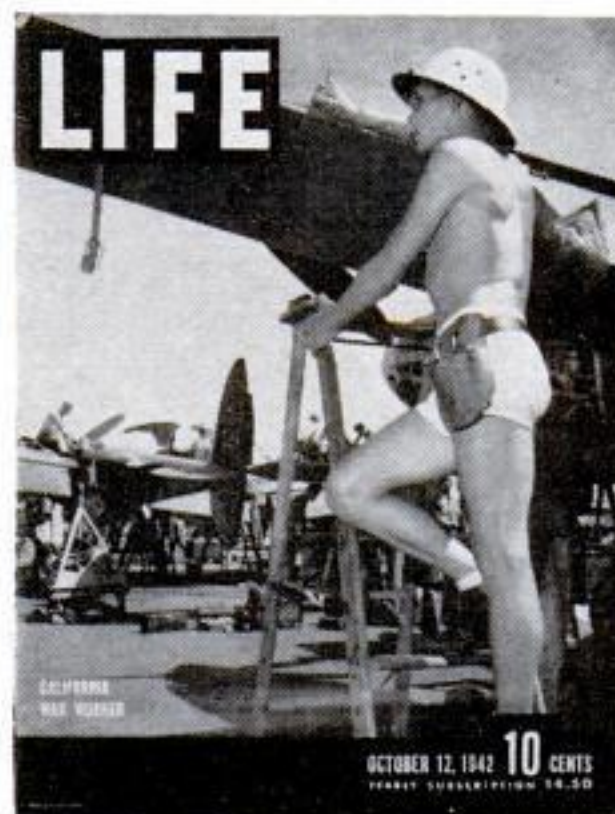
KEEP A BRA WARDROBE
Day Life • Sports Life • Night Life
\$1.25 \$1.75 \$2.50 \$3.50

FLAT-CHESTED? WRITE FOR
INFORMATION ABOUT IN-
FLATION—THE BRASSIERE
FOR FLAT-CHESTED WOMEN

LOOK FOR
THIS LABEL

MADE BY THE FORMFIT COMPANY • CHICAGO • NEW YORK

LIFE'S COVER



The man shown working on the sunny Southern California outdoor assembly line (see pp. 103-113) is Francis William Penfield, 29, once of Little Fork, Minn. At Lockheed plant he is classed as "a pickup man on the hill," i.e., a general installer making last connections on P-38 planes.

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*With the armed forces
†Prisoner of war

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Paramount Hit Parade Dashiell Hammett's "THE GLASS KEY"

Another thriller from the pen of **DASHIELL HAMMETT**, master of mystery who gave you the "Maltese Falcon" and "Thin Man," with these players in the thrilling title roles!



BRIAN DONLEVY
as Paul Madvig

He's tough, hard-as-nails...a Great McGinty — only tougher.

VERONICA LAKE

as Janet Henry

She's dynamite... blonde bundle of double trouble... she'll do anything—or anybody.



ALAN LADD

as Ed Beaumont

Sensation of "This Gun For Hire"—he's rough—cold as steel and twice as hard.

ANOTHER PARAMOUNT PICTURE ALSO RECOMMENDED

Is she a kid or is she kidding? **GINGER ROGERS** is the Minor who kids Major **RAY MILLAND** into thinking she's only twelve in Paramount's delightful comedy-romance

"THE MAJOR and the MINOR"

No Kiddin'... it's Ginger's funniest and best performance. Directed by Billy Wilder.

Ask your theatre manager when these Paramount Hits are coming.



"Nothing today, thanks!"

General Electric **Electronic** tubes some day may "answer" the front door!

There's another peddler! . . . There's the milkman! . . . Laundry ready, lady? . . . B-R-E-A-D M-A-N! . . . Some day it may be possible for you to turn a switch, and *see and talk to* the front door from any part of the house!

This television "busybody" does not exist today, and, if it did, would cost too much to be practical. But here is the important fact to remember: It is entirely possible right now to build such a device with electronic tubes. And American industry is famous for finding new ways to make the things you want at a reasonable price.

Today, startling new electronic devices are helping to defeat the enemy. These are closely guarded war secrets. In them scientists see many possibilities for new products that can make our lives safer and happier when peace comes.

Electronic tubes now can clean air of dust. Electronic lamps can kill germs, and in experiments have kept vegetables and fruits fresh for months.

Electronic tubes warn of fire; guard against burglars; open garage doors; turn on the lights as darkness comes. Your General Electric radio is equipped with electronic tubes.

A full-color 32-page booklet which tells the fascinating story of electronics will be available shortly. This booklet is free. Write for "Electronics — a New Science for a New World," to General Electric — Radio, Television, and Electronics Department, Schenectady, New York.

Listen to the General Electric Radio News Program, with Frazier Hunt, Tuesday, Thursday, Saturday evenings, over C.B.S. and American (FM) networks. See newspapers for time.

GENERAL  ELECTRIC

Leader in radio, television, and electronic research

Every General Electric radio is an electronic instrument

This is a General Electric electronic radio tube, similar to tubes used in all G-E radio sets. The miraculous electronic tube that can "answer" the front door will be essentially of this kind.





THAT MAN

IS HERE AGAIN . . . with tangy Dubonnet drinks!

Again we illustrate (below) those exciting mixed drinks that are causing Dubonnet's popularity to sweep the country! And here's why: 1) Dubonnet makes strikingly different and satisfying drinks; 2) Dubonnet's taste is distinctive and delicious; and 3) Dubonnet is economical (a full 31 oz. bottle is very modestly priced). These are some of the reasons knowing hosts and hostesses keep bottles of versatile Dubonnet on tap...ready for service for come what may. This Fall, or any other season, this little bar-in-one-bottle will do you proud. Try Dubonnet today...and see!

whenever you drink . . . drink . . . **DUBONNET**
Original formula, modern grace
 sparks your taste



Paul Rand



Dubonnet COCKTAIL
 one-half Dubonnet
 one-half gin
 stir with ice, strain
 add twist of lemon peel



Dubonnet STRAIGHT
 serve well chilled, no ice



MERRY WIDOW
 one-half Dubonnet
 one-half dry vermouth
 stir with ice, strain
 add twist of lemon peel



Dubonnet-SHERRY
 one-half Dubonnet
 one-half dry sherry
 stir with ice, strain



Dubonnet MANHATTAN
 one-half Dubonnet
 one-half rye or bourbon
 dash Angostura bitters
 stir with ice, strain



Dubonnet LIME RICKEY
 jigger of Dubonnet
 juice half lime shell
 add ice cubes
 fill with soda and stir



Dubonnet HIGHBALL
 jigger of Dubonnet
 juice of half a lemon
 add ice cubes
 fill with soda and stir

Dubonnet Aperitif Wine, product of U. S. A., Dubonnet Corp., Phila., Pa.

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Edward Millman (left) and Mitchell Siporin, young Chicago artists, spent two years in preparation for their Missouri murals in the St. Louis post office (pp. 70-80). Here they painstakingly trace scale drawings before starting work on the walls.

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Doctor of Motors

PRECISION

HE is a man of skill! Accurately your automobile mechanic works to tolerances as close as one ten-thousandth of an inch. He is a Doctor of Motors who scientifically applies infinite precision to the adjustment or repair of your car.

Perhaps the cylinders have to be reconditioned—a job requiring the utmost in skill and accuracy. But whether the job is large or small, he works with mathematical exactness.

He translates his years of training and experience into the

skilled work you take for granted.

Depend upon your Doctor of Motors to care for your car . . . for your country. Take your car to him regularly. It will save you money—and save your car!

★ ★ ★

Better mechanics everywhere recommend and install Perfect Circle Piston Rings because they know how well these rings stop oil pumping, save gasoline, and restore power, pickup, and pep. Install Perfect Circles in your car. It will take but a few hours and the cost is surprisingly low.

THE
PERFECT CIRCLE
COMPANIES

Hagerstown, Ind.,
U. S. A. and
Toronto, Ontario,
Canada

★

Oil Is Ammunition
—Use It Wisely!

PERFECT
CIRCLE

PISTON RINGS

Older Hands and Willing Hearts

He retired once, but they need him again . . .
They've called him back because they need
his experience, his loyalty, his level head
—and his “old-time” respect for the
tools he works with . . . He's in harness
again for his country.



We're welcoming a lot of
“old-timers” back to the
office these days.

They're filling the gaps
where they're needed—
and we're finding out that
those old hands haven't
lost their skill.

These older heads bring back with them some-
thing from the old days that may have been lost
in the scramble for sales volume, high pressure
telephone conferences, “boxcar” quotas.

That something is an appreciation of a com-
pany's time, a company's money, a company's
equipment and supplies.

Conservation is part of patriotism, too. Mate-
rials ordinarily wasted can make available sup-
plies go farther, save products needed for war.
Even paper clips, rubber bands and pencil stubs
now do more work because they have to.

If there's an “old hand” in charge of your office's
Mimeograph duplicator, he's likely to give it the
care it deserves, especially since it's hard to re-
place in wartime. He'll take full advantage of the
economies of Mimeograph duplication. He'll keep
the machine clean, keep it oiled, keep it cov-
ered—and see that it gets the service it needs
to make it last. A. B. DICK COMPANY, Chicago.



Mimeograph duplicator

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AT DETROIT TANK ARSENAL PRESIDENT AND MRS. ROOSEVELT, AN UNKNOWN MAN AND DONALD NELSON CONFER WITH CHRYSLER HEAD KAUFMAN T. KELLER (BACK TO CAMERA)

NAVY MEN PHOTOGRAPH ROOSEVELT'S TRIP

All pictures by official U.S. Navy photographers

President Roosevelt's secret swing to the Pacific Coast and back ended Oct. 1 when he returned to the White House and released the first news of his two-week trip, together with a batch of photographs documenting his activities. He announced that the war spirit of the people was simply grand and that the war plants he inspected were doing a 94% good job. (For an encouraging report by LIFE photographers on Southern California's war production, see pages 103-113.) Then the President kicked Congress and the press around on general principles and got down to business by putting the anti-inflation act into operation.

The President, for the first time in history, completely controlled the news and pictures of his trip on the ground that as Commander in Chief his movements were a military secret. He took only three press association reporters with him but under "voluntary censorship" they were forbidden to send out a line of news until they got back to Washington. He excluded all working press photographers from his party and took along instead two Navy still photographers—

one a graduate of LIFE's nine-week photographic course for the armed services—to make a pictorial record of the trip. Most of their pictures, after censorship by the Navy and the White House, are printed on the following pages. This is how the President wanted to be photographed because he planned it that way. The fact that by ordinary newspaper standards the Navy photographs were technically so poor and emotionally so dull that most picture editors published only a half dozen or so and discarded the rest as "lousy coverage," apparently disturbed Mr. Roosevelt not at all.

Now it may be that the President is so old-fashioned in his ideas on picture journalism that he doesn't realize that second-rate photographers, even in the Navy, take second-rate pictures. Or it may be that the President is trying to devise a new formula in news photography which ignores the quality of the pictures in return for official control of the product. High-ups in the Navy recently have been talking about a plan to eliminate civilian news photographers from naval activities. In their place, the Navy would

like to use enlisted men with cameras because such photographers can be directly controlled within the service. The Marine Corps is already doing this. The press is objecting strenuously to this plan because it is sure to produce inferior pictures. Eventually it will mean all pictures from the Navy will be propaganda pictures distorting the news as the Navy sees fit. Such a system would eliminate from a free press its most important new implement—the camera.

These pictures of the President's trip are therefore a good sample of what the public may expect as picture reportage of its naval news and eventually all war news. It is significant that on his first great news suppression, the President substituted his own official cameras for those of the press. The President's own photographers plainly show in their pictures that they had to keep well out of the way of their Commander in Chief, catching him timidly at odd moments when the light was bad, or in uncomposed groups or meaningless long shots or distorted close-ups. They could not take the simple risks of protocol a trained news photographer must take to get good pictures.



At start of trip President greets a Detroit crowd with typical raised-hat campaign gesture. Two unimportant faces busy the background.



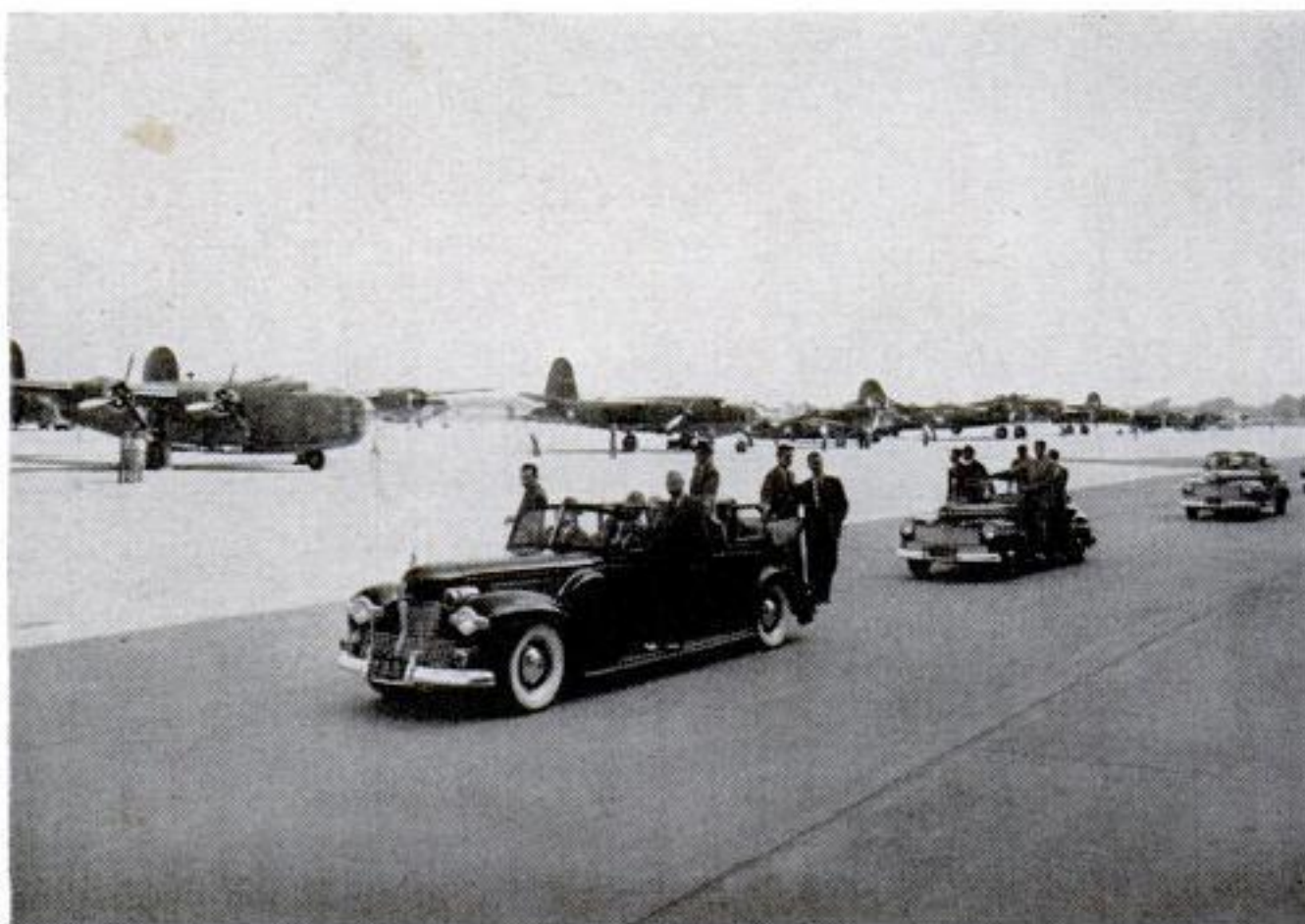
Touring tank arsenal on Chrysler grounds with his wife, the President (behind Donald Nelson) listens to explanations from President Keller of Chrysler Corp.



Chrysler plant workers leave tank assembly line to greet White



At the bomber plant, Ford Vice President Sorensen points out a phase of the work to the President. Note flash-bulb reflection on car door.



At Willow Run field Presidential entourage passes "long line of powerful four-motored Army bombers." Actually, only two planes on field are four-motored.



Great Lakes Naval Training Station is inspected by President



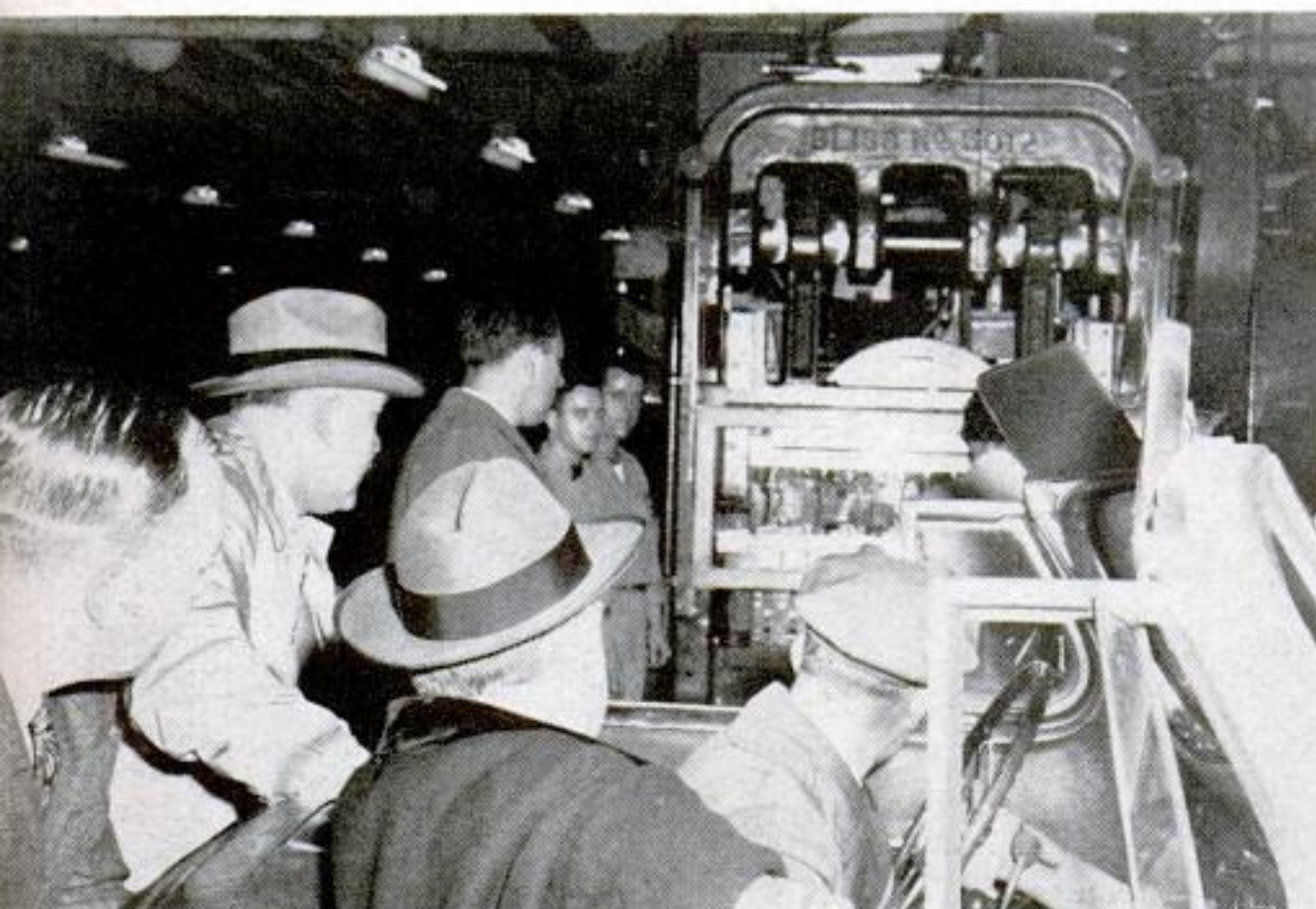
In Milwaukee, Chief Executive shakes hands with Governor Julius Heil of Wisconsin. Tilted camera makes picture tip down on right side.



Allis-Chalmers Board Chairman Max Babb joins Governor Heil and Mr. Roosevelt for a plant inspection. About to get in car is Allis-Chalmers President Geist.



General Somervell, Army Supply Chief, is added to party. Note



Cartridge machinery fascinates Roosevelt and his companions. Faceless man behind President is Minnesota Governor Harold E. Stassen.



At Fort Lewis, Wash., President salutes as units of the 33rd Division pass in review. All the Navy photographs were taken at the same monotonous eye level.



Idaho scenery, near Farragut Naval Training Station, is ad-



House party. President is obscured in back seat of the auto.



With Henry Ford (half face behind Nelson) President and his companions drive to Willow Run, the great bomber assembly plant which is still not assembling.



with two unseen admirals. U. S. S. *Wolverine* is in "background."



Almost cut off by car windows, Great Lakes officer in charge of Negro recruit training, Lieut. Comdr. D. W. Armstrong, salutes his superiors and Roosevelts.



man's head outlined in white along entire left side of picture.



In Minneapolis, pretty Peggy Juhlfs, a Federal Cartridge Corp. employe, gives the President a clip of cartridges during his visit at Twin Cities Ordnance Plant.



mired by President, Gov. Clark, Admiral McIntire, Capt. Sowell.



Negro Navy cook, wounded in action, is greeted by the President at Bremerton, Navy Yard. The sailor waiting patiently for the next handshake is not identified.



Church near Willow Run is visited by the Presidential party. Meaningless confusion in the foreground is the result of careless composition.

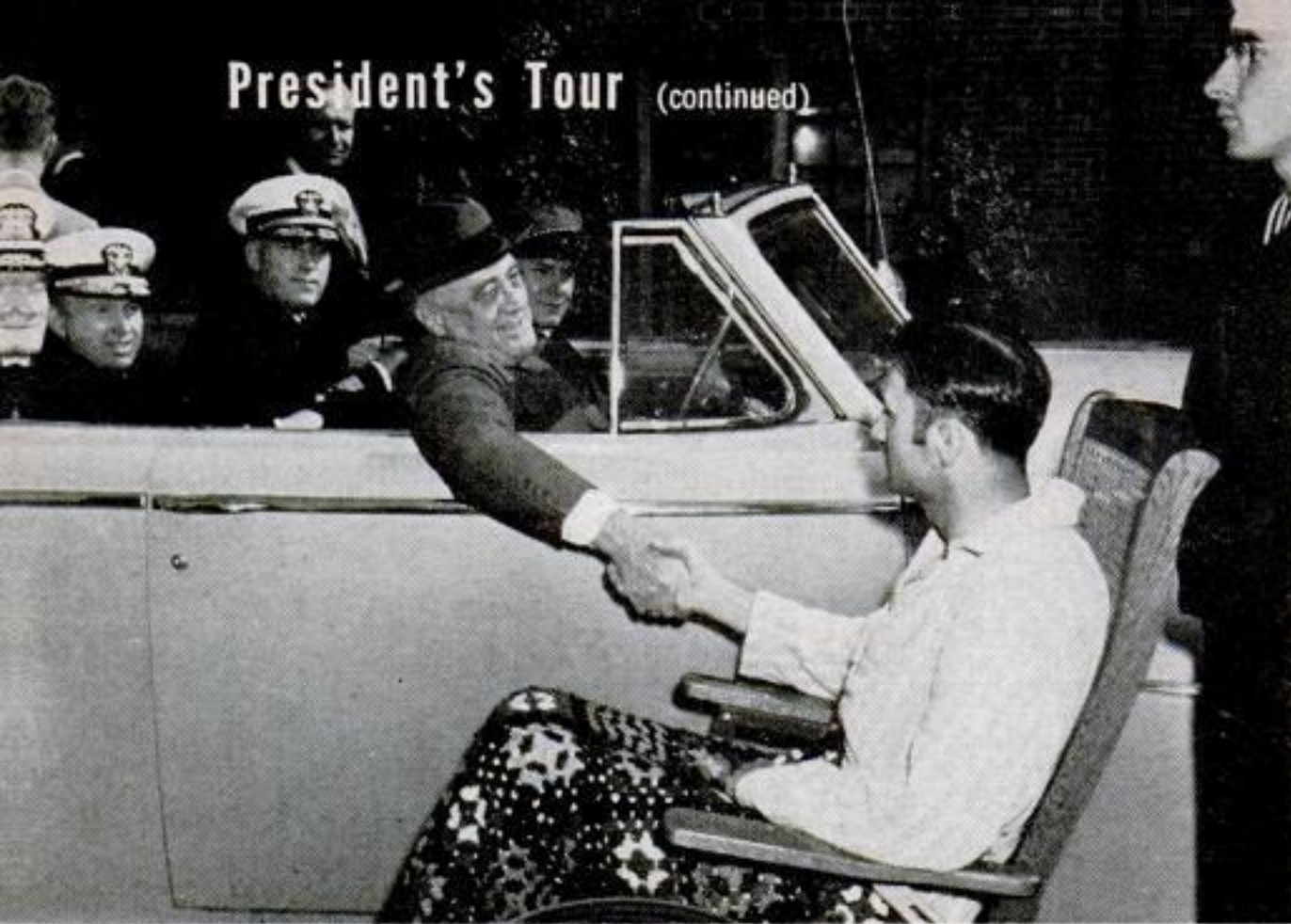


At Willow Run the President talks to two midgets. Their facial reaction to such an event must have been interesting, but picture misses it.



Women workers at the Allis-Chalmers plant are earning a Roosevelt smile, but how or why can't be seen in this dark, overcrowded picture.

President's Tour (continued)



Wounded sailor is greeted by Roosevelt at the Bremerton Navy Yard. In back (left to right) are Admirals Freeman, McIntire and Taffinder.



On ferry from Bremerton to Seattle, the President talks to his son-in-law, John Boettiger, and his daughter, Anna. Car in front of Mrs. Boettiger is light-struck.



In Seattle President looks at engine of a giant bomber. Bad frame-



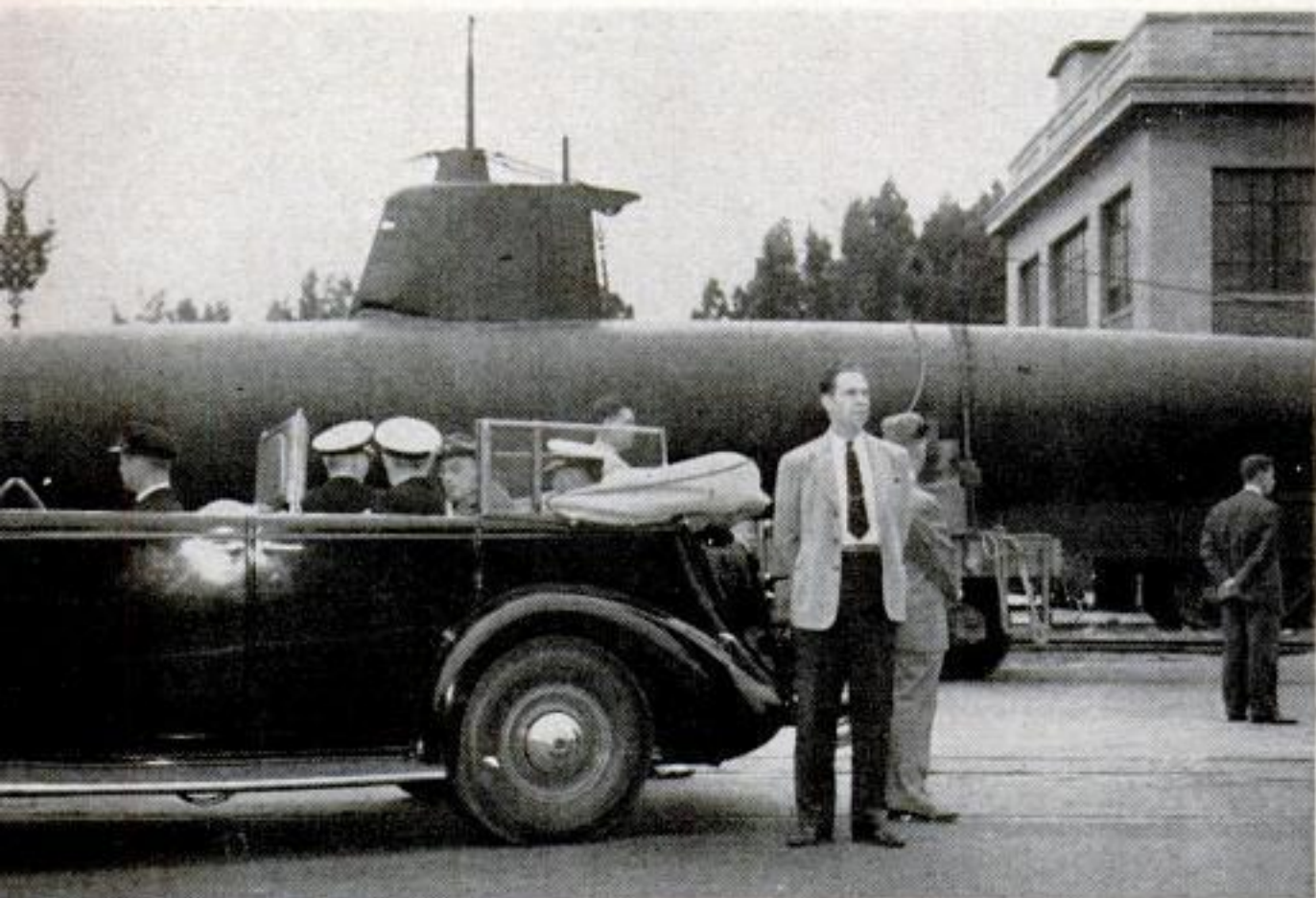
"Sistie and Buzzie" Dall with their parents accompany Grandfather Roosevelt on motor trip from the Boeing plant to their home in Seattle.



Alcoa Superintendent Thayer explains the workings of aluminum production to President at Vancouver, Wash. plant. Background is unintentionally blacked out.



Impromptu speech by Roosevelt to Oregon Shipbuilding workers



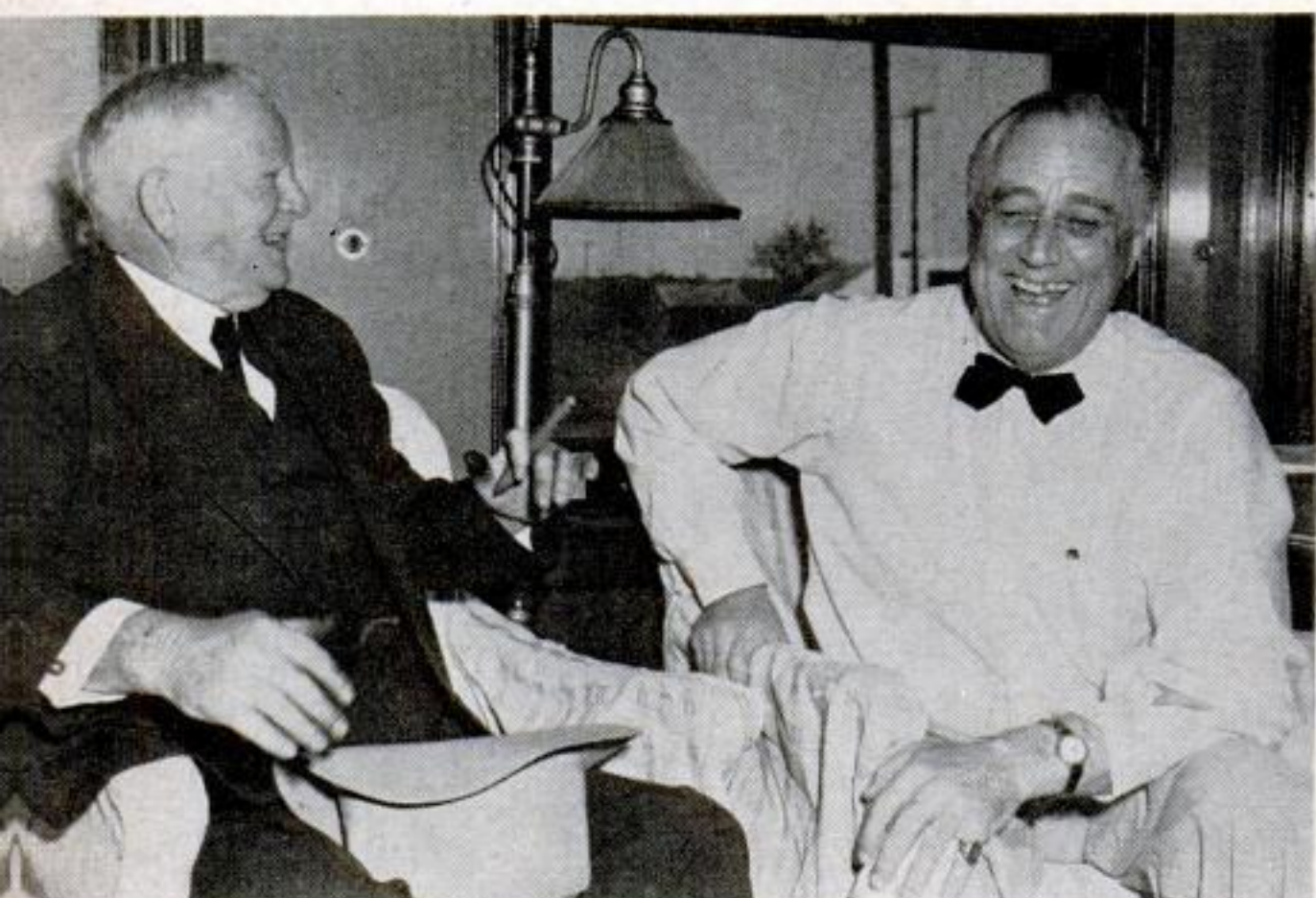
At Mare Island, Calif., the President discusses a captured Jap two-man submarine (in background) with three high ranking naval officers.



Douglas Aircraft plant at Long Beach is inspected by Chief Executive and California Governor Olson, who is up for re-election. Donald Douglas is also in car.



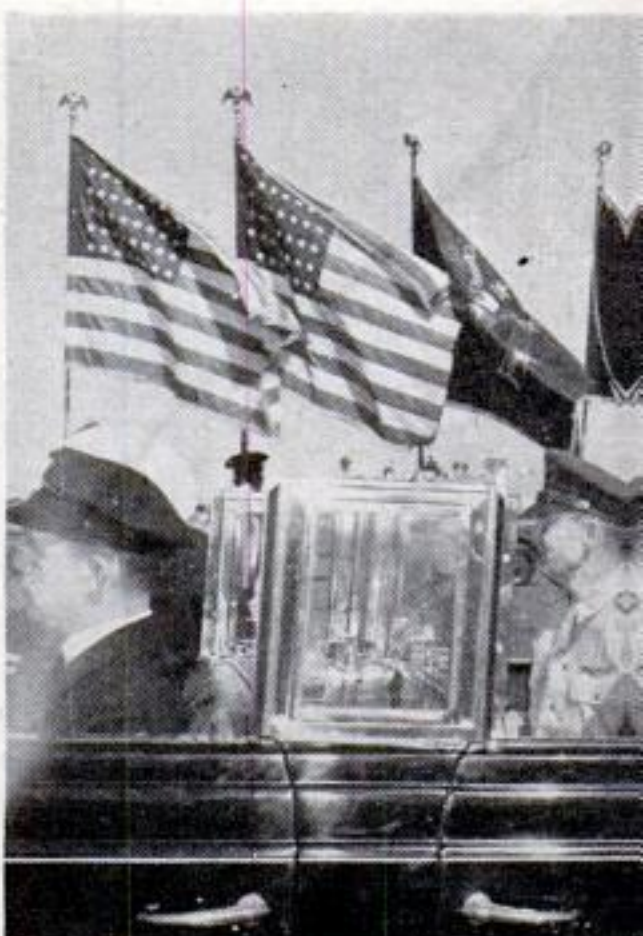
Governor Olson, hat cutting off a head, welcomes President to Cal-



Garner and Roosevelt meet at Uvalde, Texas, for the first time since former Vice President left Washington. Overexposure kills much detail.



At Fort Worth, Texas the President and Mrs. Roosevelt pose for a picture with Son Elliott's wife, children Ruth Chandler, 8, Elliott Jr., 6, and Baby David.



Cadets at Kelly Field, Texas are reviewed by President, Governor



ing of picture makes it impos-
sible to see President's reaction.



At Boeing aircraft factory the President's car passes under the wing of a huge four-motored Army bomber. Note reflections on under side of the plane's wing.



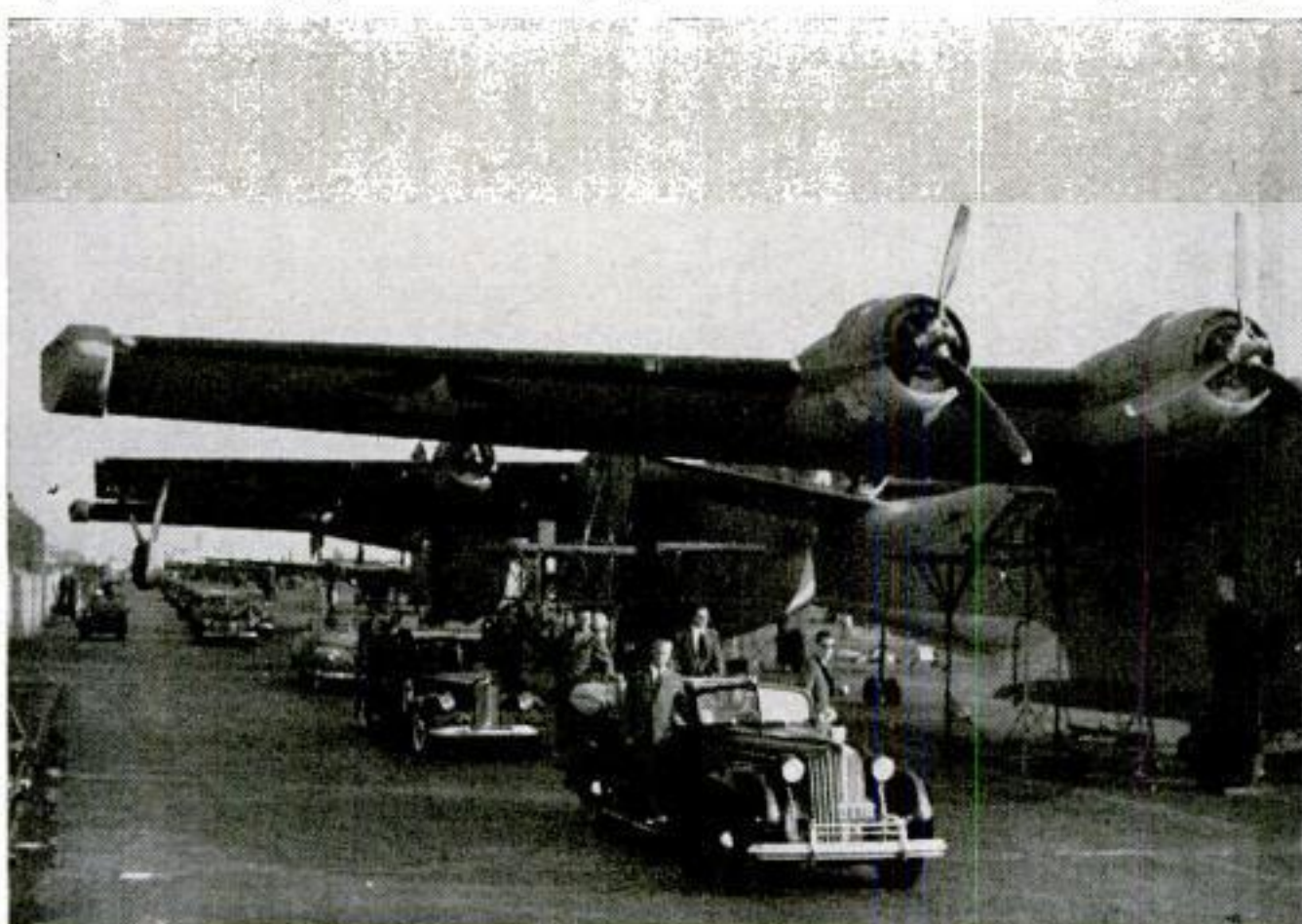
is enjoyed by bald Henry J. Kai-
ser & his son Edgar (standing).



Shipbuilder Kaiser shows Mr. Roosevelt plans for Liberty ship *Joseph N. Teal* (see picture at right), which his company launched in a record-breaking ten days.



ifornia. Note Navy photograph-
er on train steps (extreme left).



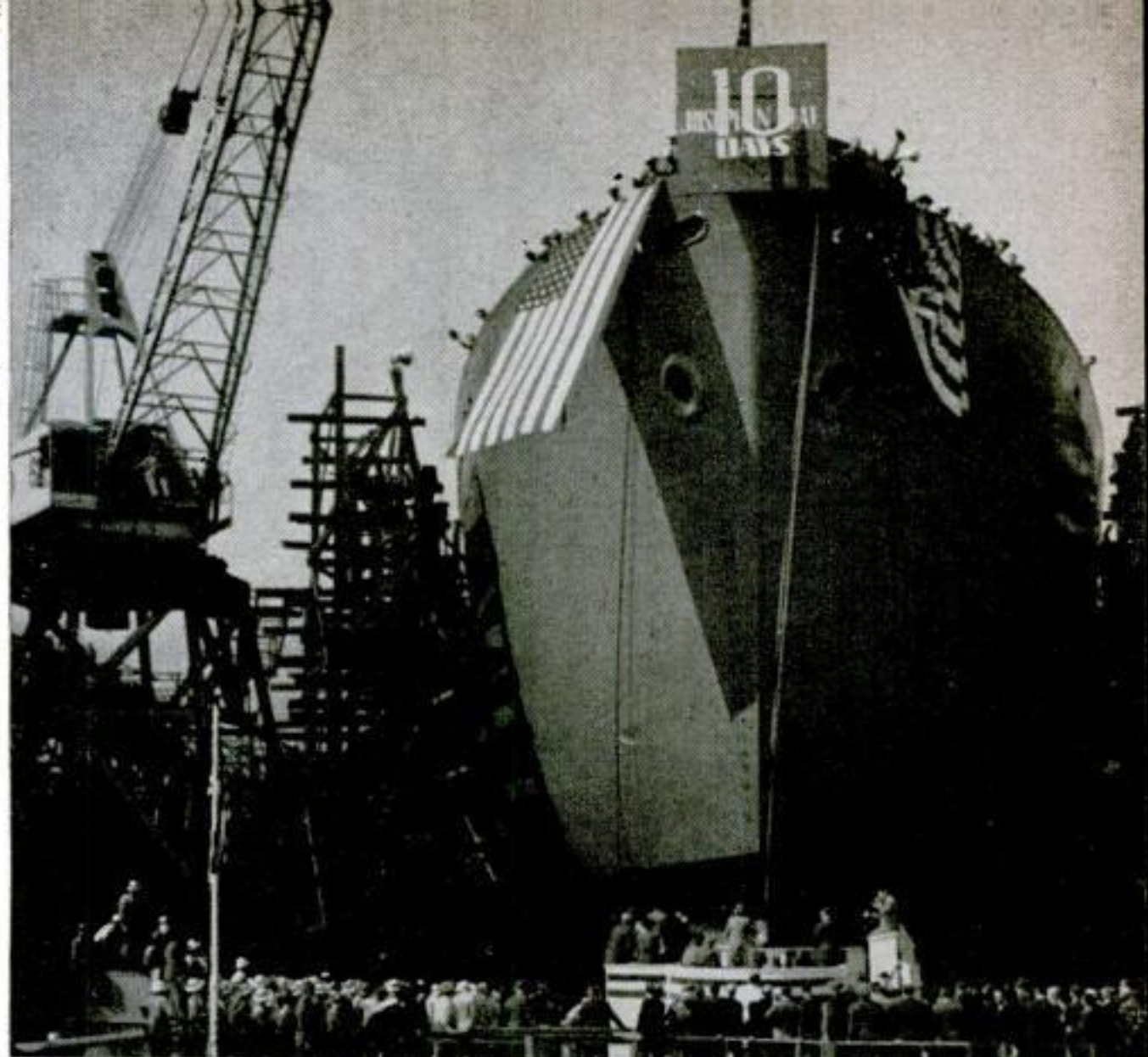
Navy PB2Y patrol bombers at Consolidated Aircraft in San Diego spread their wings over the Presidential entourage. This was favorite scene at plane plants.



Stevenson, Army commanders.
Photo angle hides all but flags.



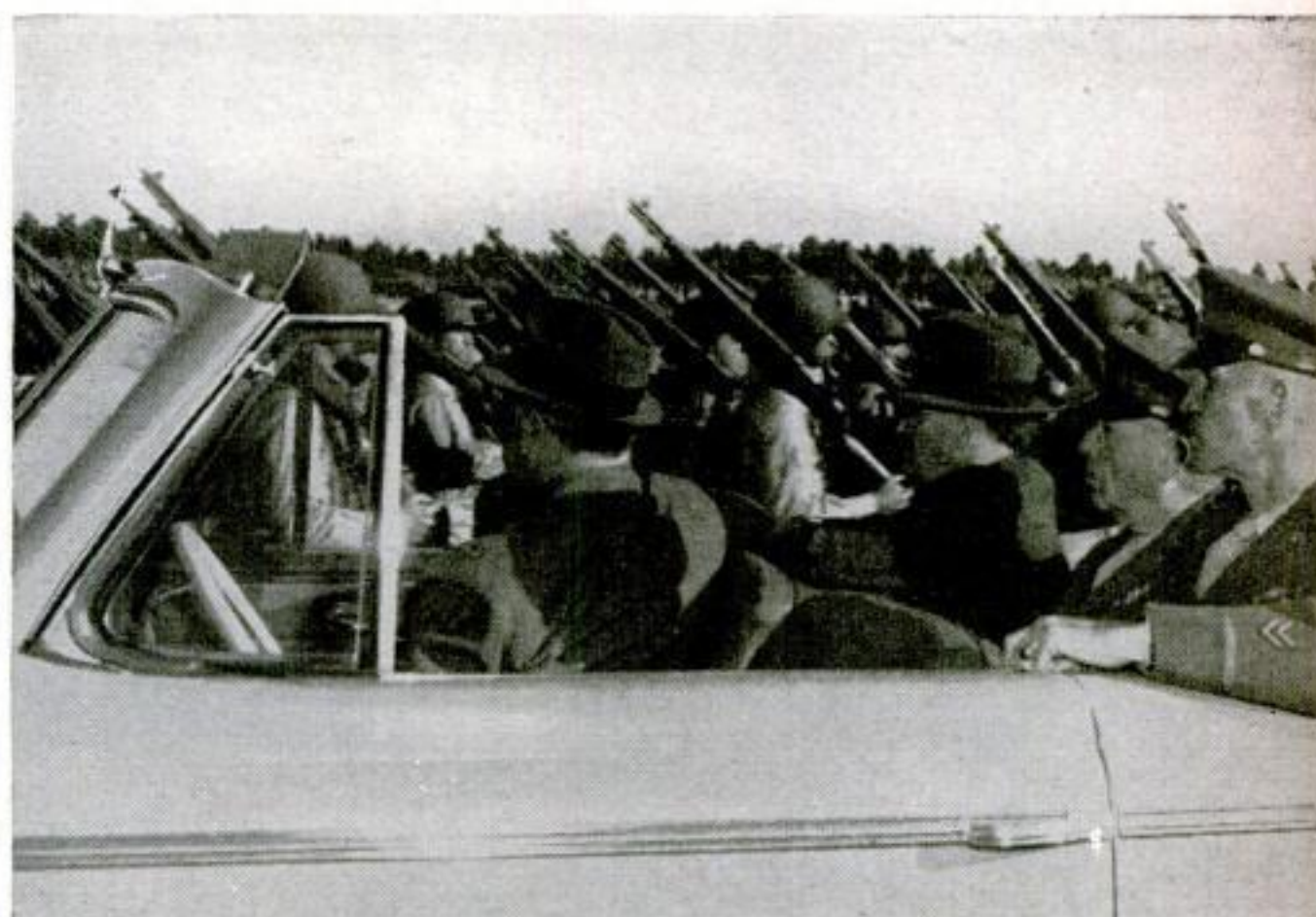
In New Orleans, Andrew Higgins shows off his shipyards to the President. Also in the rear of automobile are Admiral Leighton and Louisiana Governor Jones.



Launching of "Teal" is watched by President and the omnipresent Kaiser. For a picture story on building of the *Teal*, see pages 38-39.



U. S. marine holds flag which is about to be raised at the dedication of Camp Pendleton, near San Diego. Woman is widowed Mrs. Pendleton.



At Fort Jackson, S. C. President reviews troops with Governor Jeff-
eries, Generals Ben Lear and W. H. Simpson. This time it's all guns.

LIFE ON THE NEWSFRONTS OF THE WORLD

An Open Letter from the Editors of LIFE to the People of England

To the People of England:

Doubtless it is presumptuous for a single periodical to attempt to speak for the American people. Nevertheless, the editors of LIFE, in writing you this open letter, make no apology for their presumption. We assure you that we do speak, in this instance, for a large portion of our 134,000,000 fellow citizens.

We are writing you in a crisis in civilization that mortally concerns us both. No two peoples on this earth are as close as we, whether in their institutions, or their language, or by ties of blood. It is important for us in a most selfish sense that England stand. We therefore take the liberty of addressing you as members of our own family.

We Want to Help You

We have been dreadfully slow in getting into this war. For years we tried to argue it away. And even now our progress is discouraging. Domestic issues have distracted us and an ill-managed army of government employees has failed to mobilize our resources of men and machines on a real American scale. However, in this matter we do not feel that we are unique. You yourselves, who live within bomber range of The Maniac, acted just as strangely for years. We do not bring this up to accuse you or to excuse ourselves. We wish merely to set aside as irrelevant and immaterial any argument as to which of us is more responsible for the awful present.

Surely there can be no doubt in the mind of any man or woman in England that, however dilatory our performance, our intention is and always has been to support England in her heroic struggle. In our 1940 elections that issue was virtually removed from our politics when Republican party leaders backed the Administration's anti-Axis, pro-British policy. Even the radical lease-lend proposal in 1941 did not become a party matter. Of course, you are making return contributions under lease-lend, yet the net balance runs to our credit by several billions and will run to billions more. Perhaps you believe that we should have cancelled your debt from World War I. Perhaps we should have. But the fact is that the debt was never paid and yet we went ahead with lease-lend just the same.

We cite these somewhat disagreeable items, not because we are as fond of money as you like to think, but as evidence of our intention to help you, come what may. But even if this evidence had escaped you, surely the speeches of your own great leader, Winston Churchill, after America entered the war, must have convinced everyone in England that we had joined your team. For Mr. Churchill said, in

effect, that while it was true that Hong Kong and Singapore and the East Indies and so forth, had been lost, still he could set over against these the heartening fact that the U. S. had been gained.

But We Also Want Your Help

But now to get down to the particular point of this letter, we want to know frankly what you are prepared to do to help us. You may not think that *we* have any right to ask for help. But you must be realistic. Of course we aren't asking for men or tanks or warships. It's our business to supply those tangible things. What we need is something that we have never in all our history—with but few exceptions—received from the English people, namely, concessions in policy.

We Americans may have some disagreement among ourselves as to what we are fighting for, but one thing we are sure we are *not* fighting for is to hold the British Empire together. We don't like to put the matter so bluntly, but we don't want you to have any illusions. If your strategists are planning a war to hold the British Empire together they will sooner or later find themselves strategizing all alone. Take this unhappy matter of the "second" front. In a war to hold the Empire together a second front might not be so important at this time. But in a war to assure victory for the United Nations—which means us and Brazil and Costa Rica and Russia and China and all the other people who want to be free—it does seem to be most dreadfully urgent. At any rate, before he left on his present trip, Wendell Willkie had refused to commit himself on the second front. But after he had traveled through the Middle East and talked to Josef Stalin, the urgency, and presumably the feasibility, of it were so apparent to him that he did commit himself and even urged us to "prod" our experts. From a United Nations standpoint it begins to look as if there should have been a second front long ago.

So here is one concrete concession that we demand of you, as partners in battle. Quit fighting a war to hold the Empire together and join with us and Russia and your other allies to fight a war to win by whatever strategy is best for all of us. After victory has been won, then the British people can decide what to do about the Empire (for you may be sure we don't want it). But if you cling to the Empire at the expense of a United Nations victory you will lose the war. Because you will lose us.

Our Kind of War

At this point you can fairly insist that we should define the kind of war that *we* want to fight. Briefly, there are two wars, one that we actually are fighting, and the other that we must fight in order to win.

The war that we actually are fighting is a

war to save America. Nothing else. Everybody here is prepared to fight this war to any extremes, just as everybody in England will go to any extremes to save England. But this kind of war, each trying to save himself, is just a setup for Hitler. If we are really going to overwhelm the Axis, we must envision and fight for something bigger than either England or the U. S.

We Americans are a strange people, maybe. You think of us as rather practical—the dollar-lovers, the makers of automobiles, the engineers. Well, we are practical. But you can't understand us at all unless you realize how much *principles* mean to us. We fought you on principles in the first place. Once in our history we killed 500,000 of our own sons to establish the principle of freedom for the black man. And there's no use pretending that America is going all-out in this war unless it becomes clear to us that this is a war to establish certain principles that we believe in, and to make them stronger than they were when the war started.

Maybe you will object that we haven't defined these principles very well, as yet. That's a fair objection. But let us remind you that one reason we haven't defined them, and one reason that at least half our people are pretty dubious about their existence, is that we are not convinced that you would fight for them, even if they were defined. For instance, we realize that you have a difficult problem in India but we don't see that your "solution" to date provides any evidence of principles of any kind. In the light of what you are doing in India, how do you expect us to talk about "principles" and look our soldiers in the eye?

The nearest we can get to explaining what we take for the foundation principle of this war is this plain fact, which most of us in America have discovered: that if one wants to be free one cannot be free *alone*—one must be free *with* other people. In order to have our own freedom we are learning that others must have freedom. And we—most of us—are prepared to fight this war out on that basis. That is what we mean—most of us—when we talk about a United Nations war. We mean that this is a war by free men to establish freedom more firmly, and over a wider area, on this earth. And most of us are beginning to understand that that is the only kind of war that will win a real victory.

And so we say it to you straight, people of England. If you want to keep us on Your Side you must move part way over to Our Side. If you will do so, then you will find that Our Side is plenty big. It always has been big. It is much bigger than the British Raj. It is much bigger than the British Empire. It is bigger than both of us combined. You will find Our Side on the steppes of Asia, and across the deserts of Africa, and up and down the muddy banks of the Mississippi, and along the smooth-sliding waters of the Thames. Our Side is as big as all outdoors.

PICTURE OF THE WEEK

As a nation at war, Mexico has set the U. S. some good examples. First was the appearance of six living ex-presidents of Mexico, many of whom had

feuded bitterly with one another, on one platform with President Avila Camacho. Second was the meeting of the War Council in the National Palace

Sept. 24 under a picture of the Mexican revolutionary hero, Nicolás Bravo, pardoning prisoners and himself setting an example of national unity.



Mexico's High Command, 62 strong,
meets to listen to war plans of
President Avila Camacho at right



THE TWO GREAT CHIEFS OF THE CONGRESS PARTY, NEHRU (LEFT) AND GANDHI, CONFER AS GANDHI LEAFS THROUGH A FILE NOTEBOOK ON THE HIGH PLATFORM OF THE MEETING
OVERFLOW CROWD THAT COULD NOT AFFORD THE ADMISSION PRICE UP TO 500 RUPEES (\$150) LISTENS TO LOUDSPEAKERS OUTSIDE THE CONGRESS COMMITTEE PANDAL IN BOMBAY





Rioting breaks out day after Gandhi's arrest, at same spot shown in picture at lower left. Here the crowd flattens under a sprinkle of tear gas. Gandhi's "non-violence" principle was mod-

ified this time by Gandhi-ites to mean non-violence "against people, but not against things." This left leeway for a good deal of bloodshed, including burning alive of several policemen.

HINDU REBELLION

Gandhi's party committee meets to declare war on British Government

At the historic meeting on Aug. 7 in Bombay shown here, Mahatma Gandhi swung 250 Indian politicians, calling themselves the All-India Congress Committee, in a manifesto for total disobedience to the British Government of India. The band played *Marching Through Georgia*. Thirty-six hours later police of Bombay shut off all telephone service and at dawn arrested Gandhi. To his elegant prison in the Aga Khan's palace at Poona, Gandhi took the Hindu Gita holy book,

a Koran and an Urdu primer. Arrested at the same time were Nehru and 200 other Congress politicians.

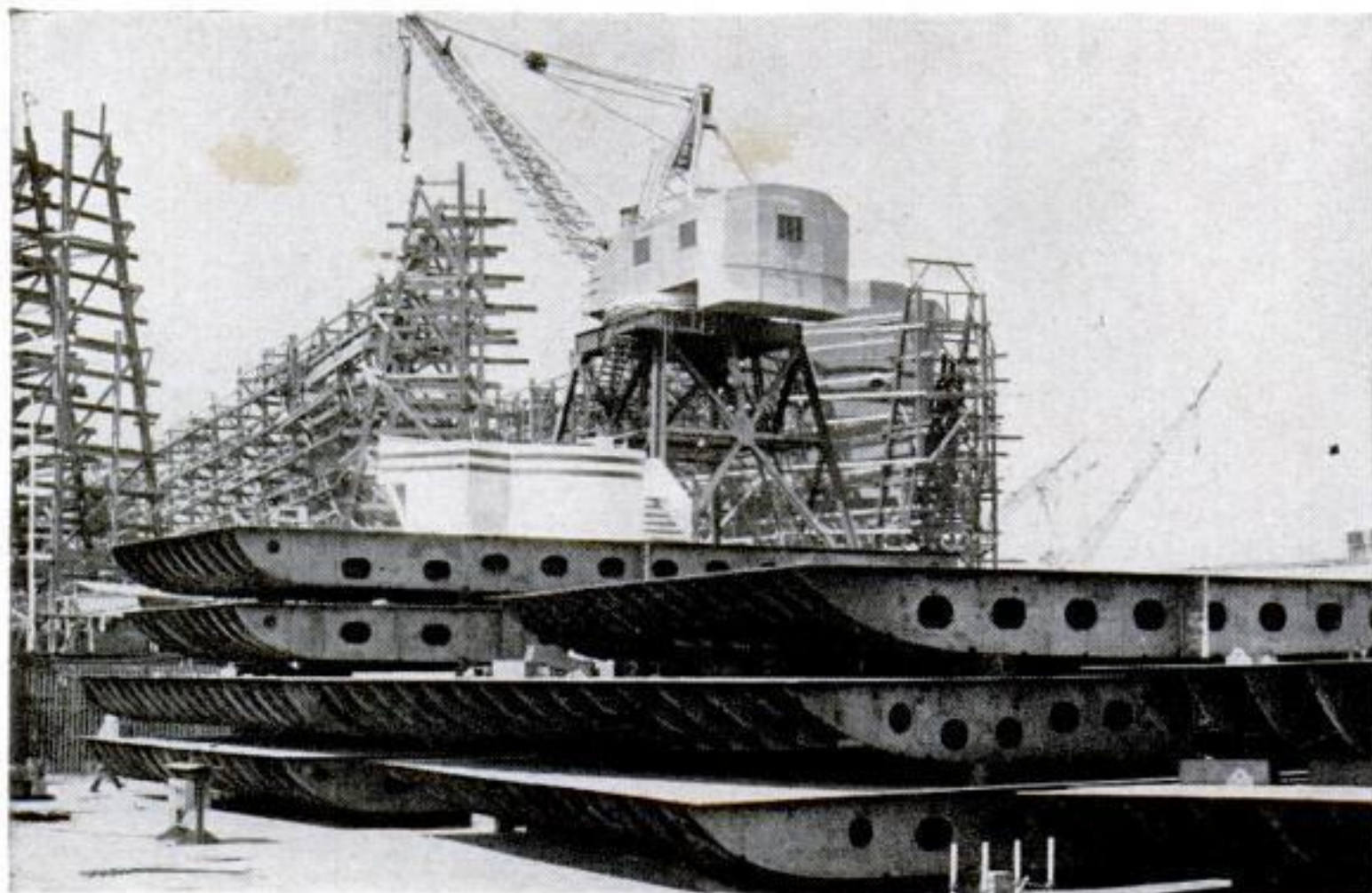
A campaign of terror closed the Tata steel works, stopped railways, cut telephone lines. Gandhi's chief support was in the United and Central Provinces and Bihar, but such native states as Hyderabad, Mysore, Indore, Baroda produced mild demonstrations for immediate independence for India. All this gave great aid and comfort to the enemies of the United Nations.



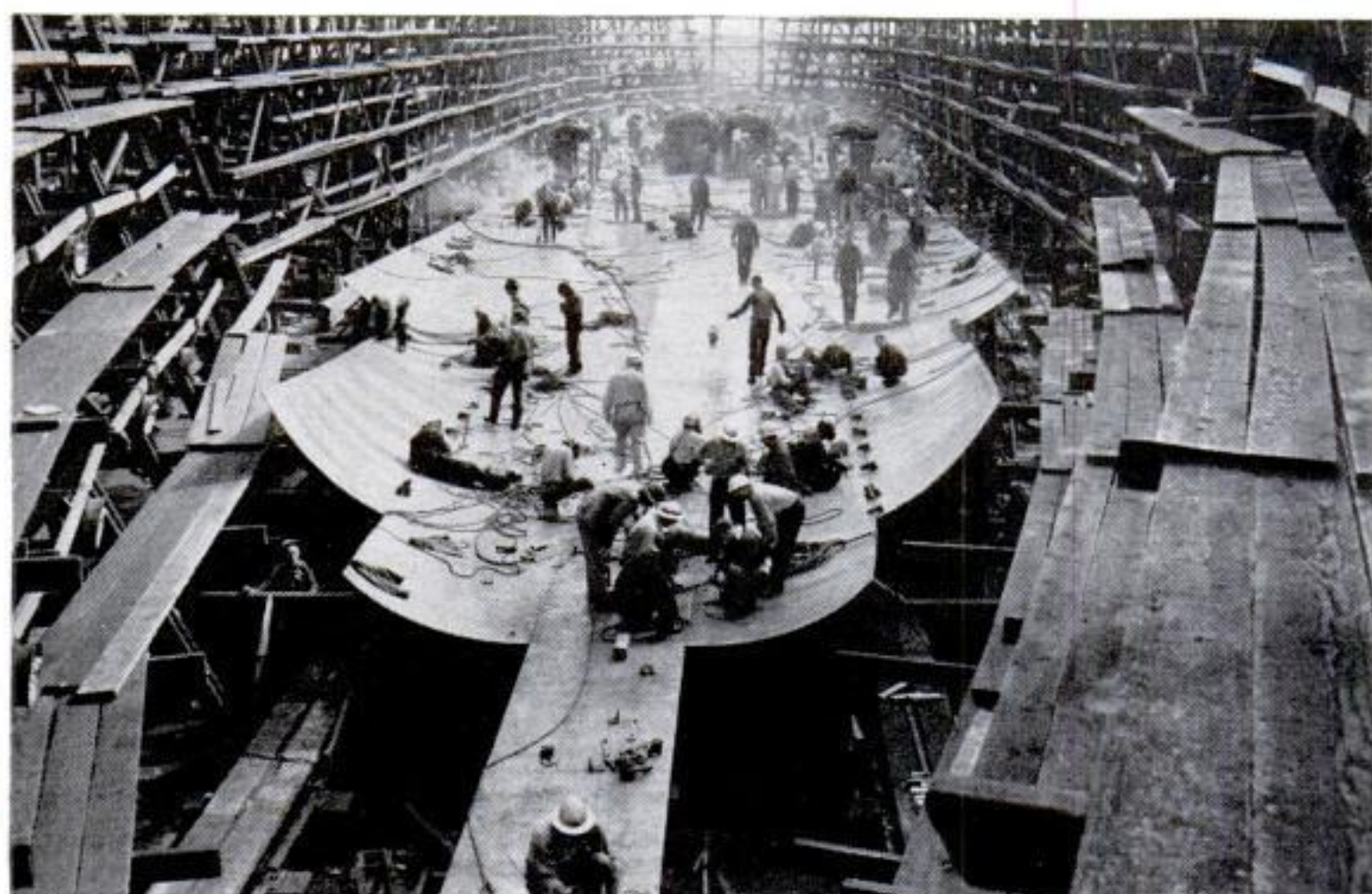
Gandhi arrives at Congress Committee meeting in dhoti loincloth and 1941 Packard. While in Bombay, he lived with India's Cotton King, Ghanshyamdas Birla, at great Birla House.



Congress Party president, speaking into "Chicago Radio," is a hand-picked Moslem, Maulana Abul Kalam Azad, to suggest that party represents India's Moslems as well as caste Hindus.



BEFORE BUILDING BEGAN, PREFABRICATED PARTS OF SHIP WERE STACKED ALONG WAYS



AT 12:01 A.M. SEPT. 13, KEEL WAS LAID AND WORKERS BEGAN WELDING BOTTOM PLATES

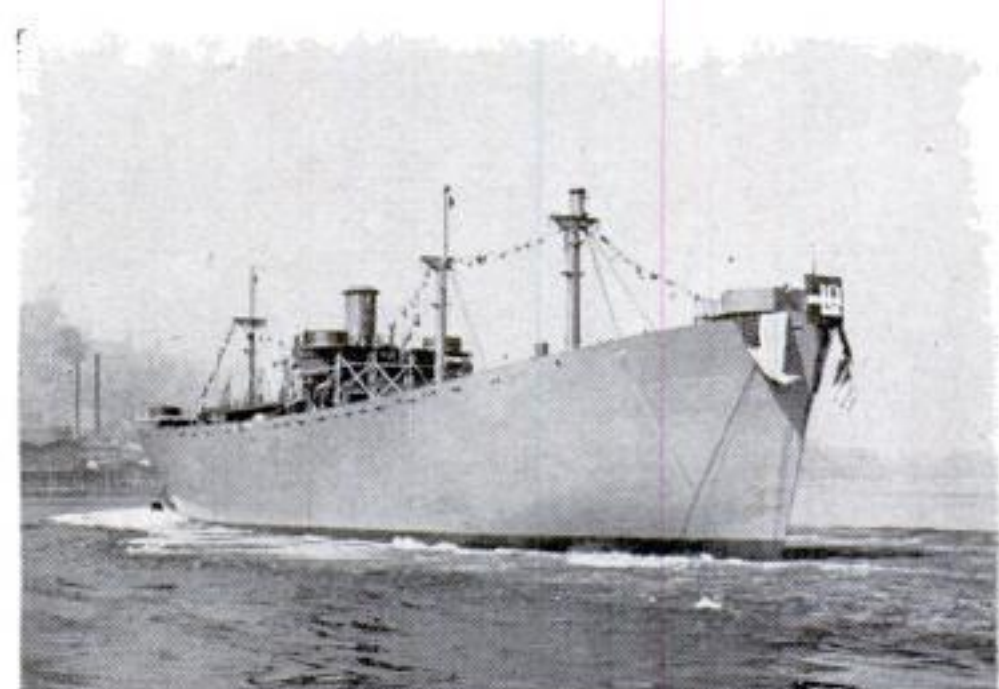
SHIP IS BUILT IN 10 DAYS

No country in the world ever built as many merchant ships in one month as the U. S. did last month when its shipyards finished and delivered 93 freighters and tankers, which was almost as many as they had delivered in all of 1941.

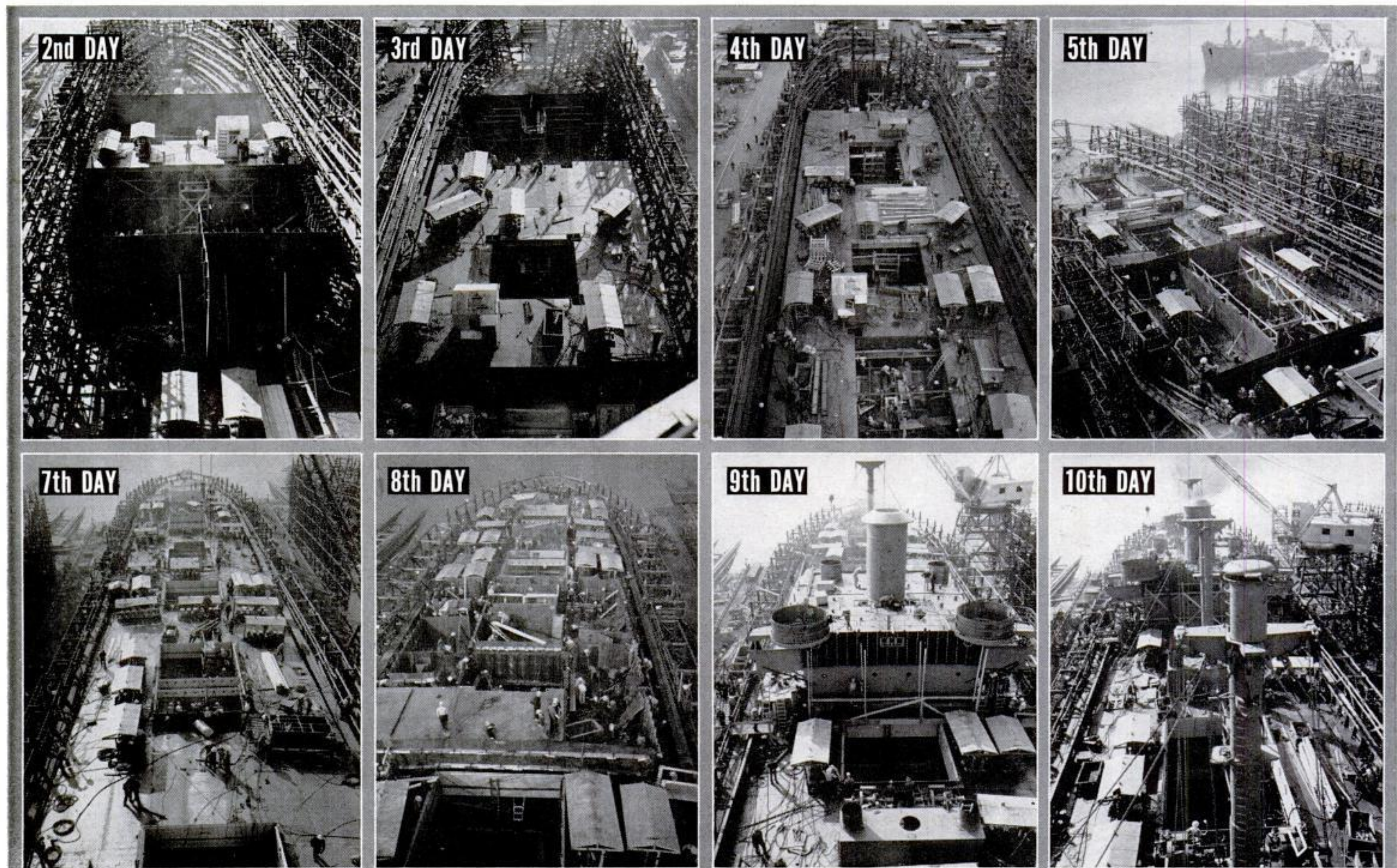
No shipyard in the world ever built a big freighter as quickly as the Oregon Shipbuilding Corp. of Portland, Ore. did last month when it launched the 10,500-ton Liberty ship *Joseph N. Teal* in 10½ days after keel-laying and delivered her in a total of 14. Oregon

Shipbuilding Corp. is owned by Henry J. Kaiser who by now has hardly any shipbuilding records to break except those that he himself has set. President Roosevelt on his big swing around the country was present at the shipyard to watch his daughter, Mrs. John Boettiger, christen the *Teal*.

Like all the Kaiser ships, the *Teal* was built of prefabricated parts, put together by assembly-line tactics. When she went down the ways and hit the water, the *Teal* was no empty hull but a ship 87% complete.



LAUNCHED "TEAL" RIDES PROUDLY ON THE WILLAMETTE



The record-breaking building of the "*Joseph N. Teal*" started on Sept. 13 (top right of page). Second day: bulkheads, shell plating, second-deck section are in place. Third day: second deck takes form. Fourth day: second deck runs almost entire 441 ft., length of ship. Fifth day: sec-

ond deck is done, bulkheads go up above it. Seventh day: main deck is laid, hatch coamings are in place. Eighth day: the superstructure rises. Ninth day: stack and aftermast are in place, machine-gun turrets are up. Tenth day: smoke comes from stack as furnace firebrick is dried.

14th DAY: WHISTLE BLOWS AND SHIP
MAKES A SUCCESSFUL SPEED TRIAL.
PAINTERS GO ALONG TO FINISH JOB



HITLER'S GENERALS



Field Marshal Fedor von Bock, 61 and a Prussian, helped conquer Poland, Paris and the North Caucasus.



Field Marshal Hugo Sperrle, 57, Bavarian brewer's son, commanded air corps in Spain, Poland, Lowlands, France, Battle of Britain.



Field Marshal Karl von Rundstedt, 66, planned and carried through famous break at Sedan, now has headquarters there.

HITLER SPEAKS

The No. 1 Nazi matches wisecracks in a new war of wits and gives a pat on back to his German people

Adolf Hitler was last week reported moving around his generals, from front to front and home again. He could afford to because he had plenty of first-class generals, including the alarming faces shown above. It was these generals and the millions of soldiers behind them that the United Nations had to lick.

Next to the quality of his generals, what made Hitler feel good was the solidarity of the German people behind him. Whether from choice or hard necessity, from hope or fear, these 80,000,000 Germans were fighting Hitler's war with a will.

Hitler was therefore in a fine self-confident mood when he arose on Sept. 30 in the Berlin Sportpalast to make his first speech there in a year. He indulgently patted his Germans on the back for their "superhuman

suffering, immense devotedness, immense heroism, immense energy." Then he uncorked all the sarcastic humor at his command to join in a war of wits against his enemies. Both Roosevelt and Churchill have repeatedly demonstrated their gifts at ridiculing Hitler and all he stands for. Now it was Hitler's turn to match wisecracks with them, to insult their democracies with cutting jokes, to poke acid fun at them where it hurt most. Samples of Hitler the humorist:

"I am sorry not to be able to step before you more frequently. Unfortunately, my time is much more limited than the time of my worthy enemies. Those who can travel around the world for weeks on end, with a wide-brimmed sombrero on their heads and in a white silk shirt, can naturally busy themselves with speeches.

HITLER'S PEOPLE





Field Marshal Erwin Rommel, 50, is slashing, hard-hitting commander of the German Afrika Korps in Battle of Egypt.



General Heinz Guderian, 56, a Prussian, had brilliant tank successes in Poland and France, commanded panzer divisions from a plane.



Field Marshal Siegmund List, 62, steely Bavarian master of mobility, knifed through Poland and France.

... Those speeches, which at an earlier time were made from the fireplace or some such location in the form of chats, were sent out into the entire world. To brew an Atlantic Charter together is, of course, very simple.

"I now hear someone telling me—I believe it was Eden, but after all one never knows which nonentity talks over there—that the difference between the two sides is that the Germans have a faith and we (the United Nations) also have a faith, but that the Germans believe in something in which they do not believe, while we believe in something in which we do believe. Naturally we cannot go into discussions regarding the concept of belief with people who for instance believe that Namsos was a victory, or Aandalsnes was a victory, or who even believe that Dunkirk was alto-

gether the greatest victory in the history of the world.

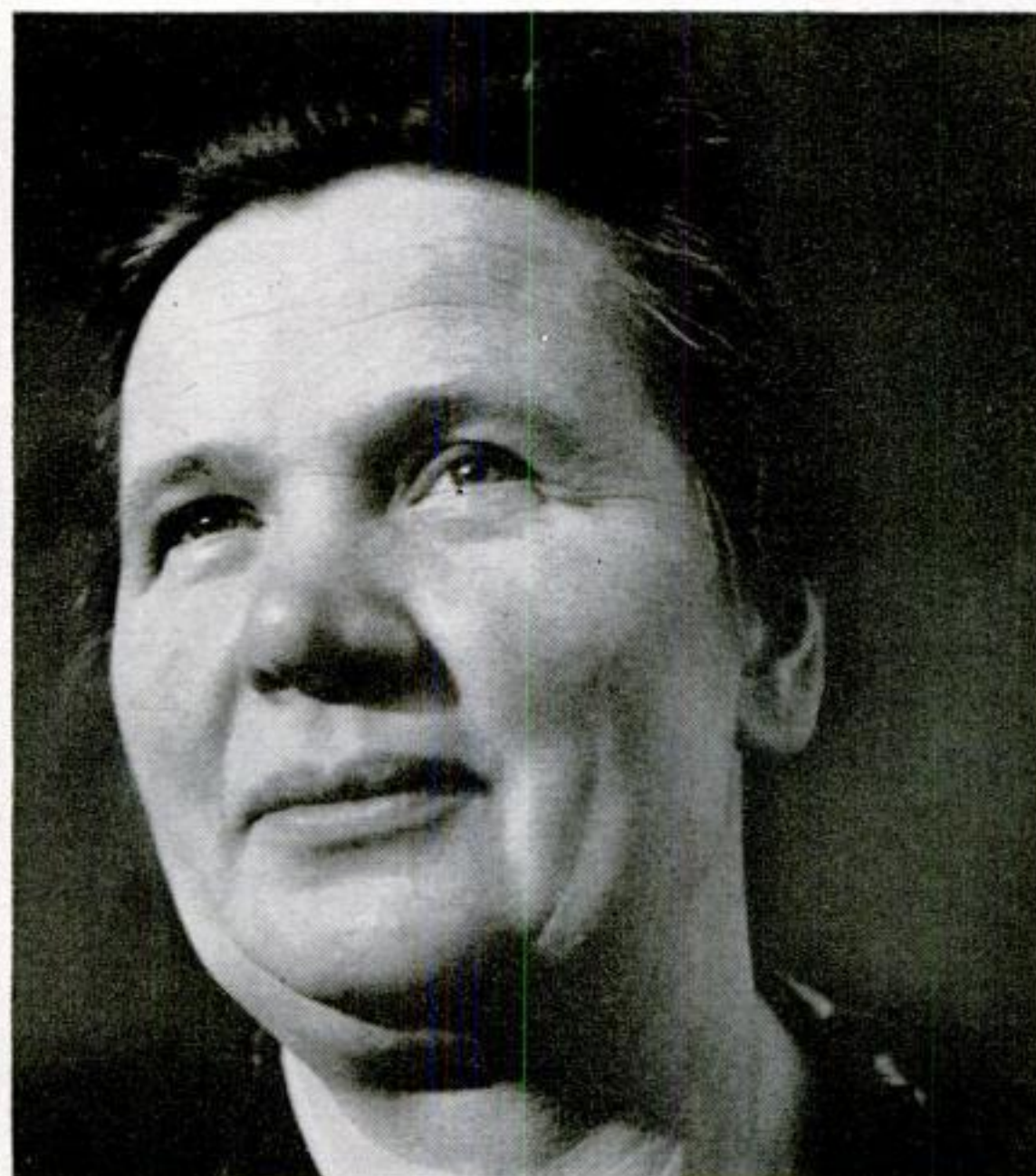
"What are our achievements compared to that? If we advance 1,000 kilometers, that is nothing; that is a positive failure. If we advance to the Caucasus, then that also means nothing. But when Canadian advance units and English troops come to Dieppe and when they are able to maintain themselves for nine hours, only to be annihilated completely, then that is an encouraging and most astonishing sign of the inexhaustible victorious strength of the British Empire.

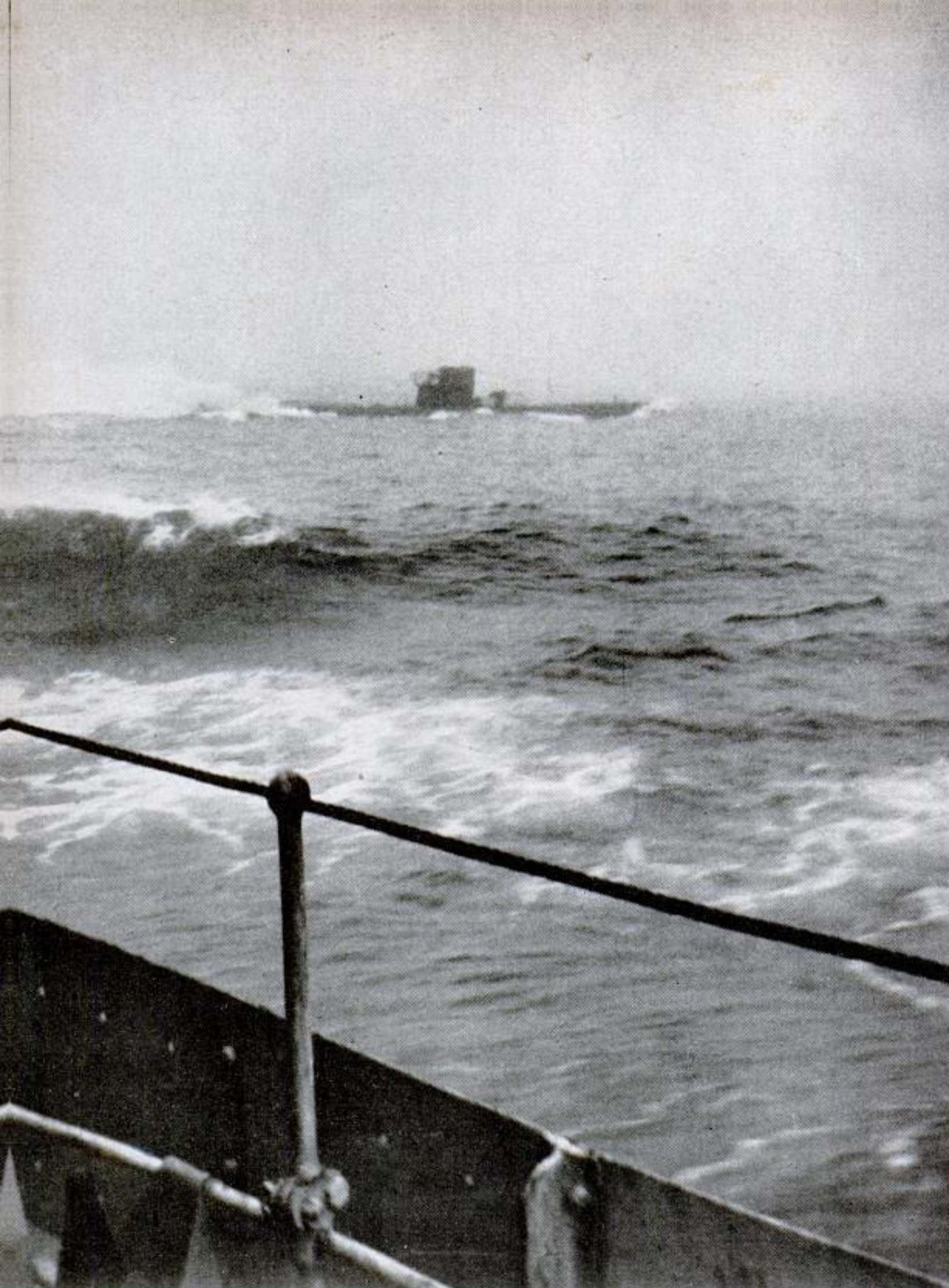
"U-boats? Of course also nothing. Already then Churchill stepped up and said, 'We have destroyed more U-boats than the German Fleet has ever had.' Or, just a minute, no, no, that was not Churchill; that was Duff Cooper but, as already explained, each of

these loud-mouths is worse than the other, and one gets them mixed up all the time.

"If I had an opponent of adequate scope—of real military size—then I could actually calculate approximately where he would attack. But if one has before him military idiots, in such a case one cannot even guess where they will attack.

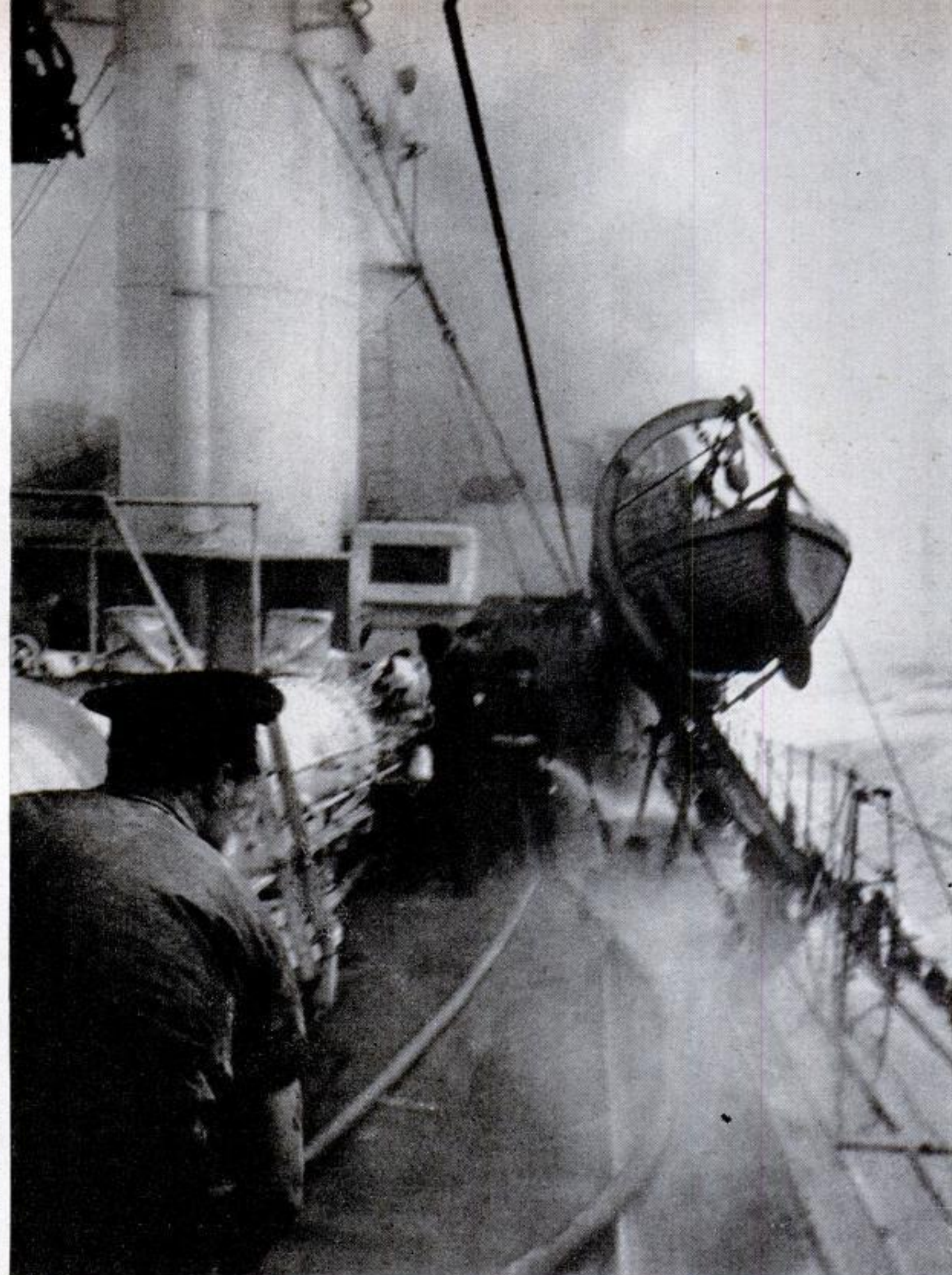
"You know, of course, that our opponents accomplish miracles without end. There is no cannon, no matter how simple a cannon they manufacture, but that it is The Cannon, the most astonishing cannon of the whole world. They manufacture a new machine gun or a new automatic pistol. Then right away it is a miracle pistol. If afterward one looks at that junk, we here would not even put such stuff into the hands of our soldiers."





U-BOAT IS FOUND FOR THE FOURTH TIME. IT HAD ESCAPED THREE TIMES BEFORE

THE RAMMED U-BOAT FOUNDERS. IT ROSE ONCE MORE AND CREW SURRENDERED



THE FIRST U-BOAT SHOTS START FIRE ON THE DESTROYER BRIDGE, HINDERING FIRE CONTROL

DESTROYER SINKS SUB

A Nazi U-boat is brought almost to hand-to-hand action

The Canadian destroyer *Assiniboine* had a proud crew. They had taken Prime Minister Churchill into port at Iceland after the signing of the Atlantic Charter, left his cigar ashes unswept and whisky glass unwashed for days afterward. They helped capture a German steamship in the Caribbean. But their big hour came when they spotted a submarine in the North Atlantic one morning. It dived and escaped. That evening they found it again. It dived and escaped. They found it again at halfmile range. It escaped again in a fog bank. Then they found it again "at a stone's throw." They just missed ramming it. The U-boat's shells started a fire on the *Assiniboine* but the destroyer's shells killed the U-boat commander standing on his bridge. The U-boat tried to dive and this time the *Assiniboine* did ram it and landed one depth charge squarely on its deck. At that, the Germans surrendered just before their ship rose by the stern and plunged to the bottom.

THE YOUNGEST MEMBER OF THE CREW. BRAVE SEAMAN KENNETH WATSON, 18, IS BURIED AT SEA





Now it's New and Improved! **RICHER IN FLAVOR!
RICHER IN NOURISHMENT!**

**More than ever... you'll enjoy
Campbell's Tomato Soup!**

There's a new richness in Campbell's Tomato Soup... a stepped-up richness that makes it taste even better! It brims with more food value, too.

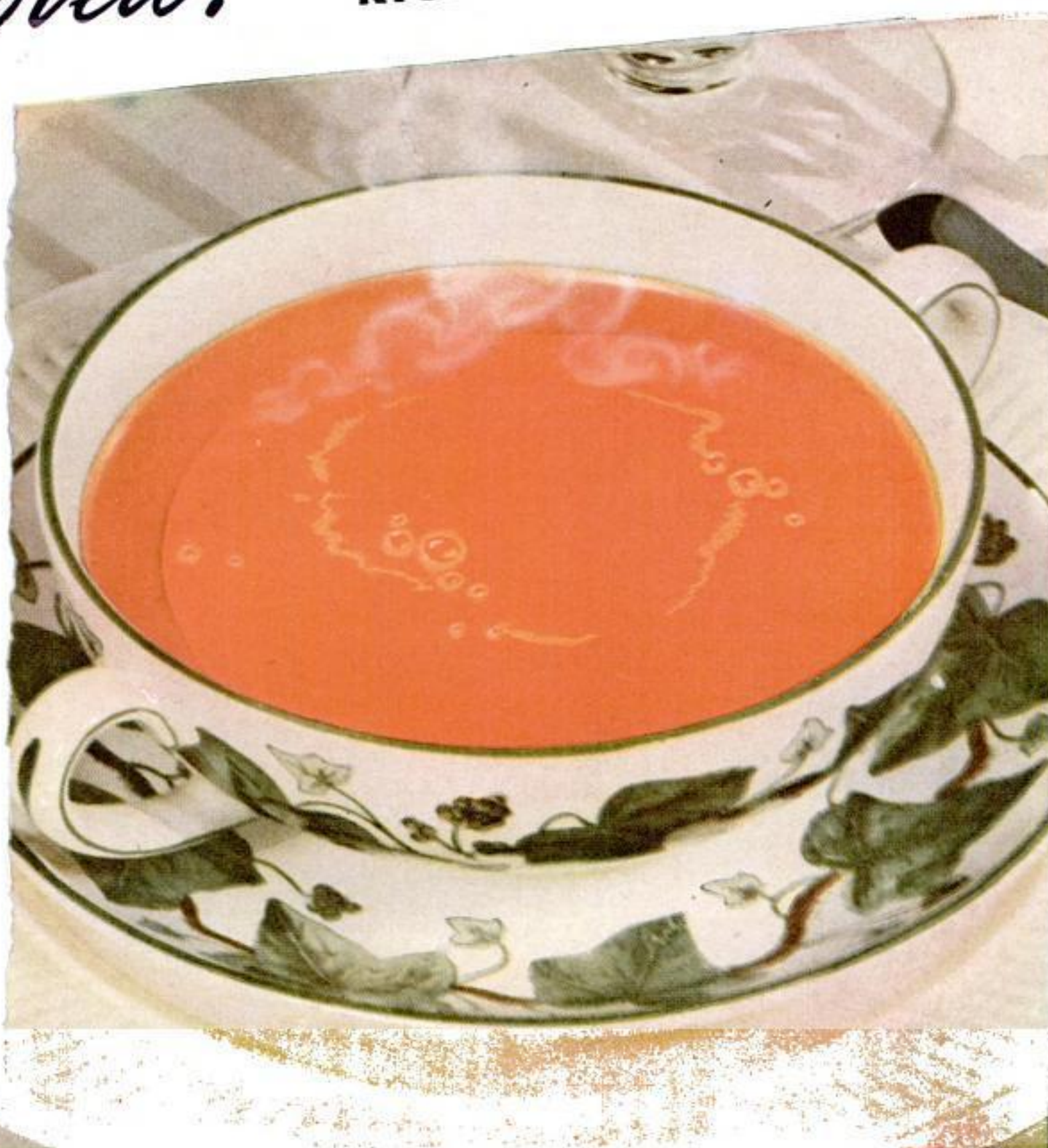
More and more, tomatoes are recognized as one of the needed health-protective foods these days. And in this new, improved recipe, Campbell's use—as always—the finest tomatoes grown. The lively flavor they give this soup will make you want to enjoy its health benefits... again and again.

This new improved soup is right in step with our Government's National Nutrition Program. And Mother will find the added nourishment and appetite appeal a help in planning good nutrition meals. With milk added instead of water, it's an extra-rich cream of tomato... The family? One taste of Campbell's Tomato Soup today and they'll say, "It's the grandest ever!"



Campbell's
TOMATO SOUP
THE SOUP MOST FAMILIES LIKE BEST

LOOK FOR THE RED-AND-WHITE LABEL



A most delicious Spinach ...and **NO SAND!**



1. **Spinach-lovers**, front and center! Meet a spinach, the like of which has never before adorned your fork! For Birds Eye Spinach is Special Thick-leaf Spinach—so tasty . . . so *uniformly* garden-fresh . . . so downright *delicious* you'll swear it was picked **MINUTES** ago!

2. **This is important**, because spinach is a touchy vegetable—given to fading fast, and losing *both* flavor and nutritional goodness. Birds Eye, by *Quick-Freezing* its spinach the *instant* it is trimmed and washed **FREE** of sand—saves *both* flavor and precious vitamins!



3. **This Spinach** is a veritable *gold mine* of **NUTRITION** (the kind our Government wants us to be sure and get.) It has **ALL** the vitamins—all the A and C you'll need for the day, in fact! It has important minerals, too, as the chart below will show.



4. **Birds Eye Spinach** is *work-free*. WE cut all the stalks . . . sort out droopy leaves . . . wash it again and again! Result: *you* are spared *at least* **20 MINUTES** of preparation work! Try this great Spinach *today!*



IMPORTANT: Birds Eye Spinach has received the Seal of the Council on Foods of the American Medical Association.



He'll lose his heart
to these Limas!



NOW you can buy Birds Eye Fordhooks—large, meaty, tastefellers grown on poles—and tenderly hand-picked!

They're downright delicious! They come shelled and washed shiny-clean—Quick-Frozen to capture all their goodness!

They save you Work—and Time—because there's no waste! A box serves 4. Try 'em—or those small n'tender Birds Eye Baby Limas you've always enjoyed! Both are **GREAT!**

Uncle Sam, how's *this* for *Nutrition?*

VITAMIN	A	B ₁	C	G	IRON	COPPER
THE SPINACH	3	1	3	1	3	2
	1 (FAIR)	2 (GOOD)	3 (EXCELLENT)			



ON FLAG-DRAPED BALCONY OF PULASKI COUNTY COURTHOUSE IN SOMERSET, KY., CAPTAIN ED KISER ACKNOWLEDGES CHEERS OF HIS FELLOW TOWNSPEOPLE WITH A SALUTE

HERO'S HOMECOMING

Kentucky town welcomes Ed Kiser,
flier who shot down 8 Jap planes

Somerset, Ky. (pop. 6,154) is a peaceful little town with wide quiet streets lined with shade trees and laced with evergreen hedges. On Sept. 25 sleepy Somerset woke up with a bang to give a rousing welcome home to Captain George ("Ed") Kiser, the local boy who made good in the world's toughest racket by personally shooting down eight Jap planes. On the great day even the post office declared a half-holiday and 10,000 people packed the square in front of Pulaski County Courthouse to cheer Captain Kiser

when he appeared on the balcony (above) with his pretty bride and bald Governor Keen Johnson.

In a laudatory speech the governor recounted Kiser's deeds: one Jap plane shot down over Bataan, two Zeros and two bombers in Battle of Java and three more enemy ships destroyed over Port Darwin. For this fine record of valor under fire, Kiser has received the Distinguished Service Cross, two silver stars and the Distinguished Flying Cross. Governor Johnson made him a full-fledged Kentucky colonel.

At last—something Uncle Sam doesn't provide

HERE'S A GIFT A MAN CAN REALLY USE
BOTH IN AND OUT OF THE SERVICE!

HANDSOMELY BOXED
for convenient mailing

Full instructions are included to
help him get the most use out of
his new Sam Browne Buxton.



\$5.00

in Tan Saddle
Cowhide, or
Navy Calf.
In Black or
Brown Levant
Goat...\$3.50

In three colors—
Black, Brown and Tan

Appropriate colors for Army,
Navy, Marines. Although de-
signed especially for service
requirements: it's a billfold that
will please any active man!

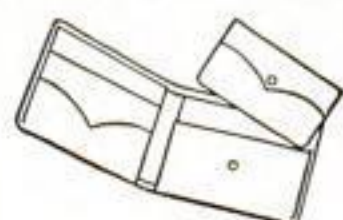
At SEA or ASHORE

More than a billfold—the
SAM BROWNE is de-
signed to carry his papers,
identification, bills, coins,
medals—everything in one
compact unit!



Open the Hidden "Flap"

You have two protected
"window-pockets". A place
for identification or license
and, of course, HER snapshot!



Removable Purse for Coins, Keys, Medals

Easily detachable for separate
use—yet double locks back
firmly into place when he
wants to carry complete bill-
fold with him.

Here's a gift that will serve
him "for duration"...
and long after

More than just a billfold—the
newest Buxton is designed to help
a service man keep all his personal
papers "shipshape." Bills, checks,
orders, passes, identifications, li-
censes, HER snapshot, all have a
special place in the Sam Browne
Buxton.

Not only is it *planned* well—
it's built to last. Crammed full, it
will fold easily—will not bind or

cramp, due to its patented con-
struction which lets the fold "give"
with its load. In fact, the sturdy
Sam Browne is designed to serve
him long after he gets back into
civilian life!

WRITE FOR THIS FREE GIFT BOOK

Dozens of "what-to-give" suggestions—
thoughtful remembrances from 75¢ and \$1.00
to lovely matched sets at \$25.
Clear instructions for fancy gift
wrapping. Information on leath-
ers. Write Buxton, Inc., 4265
Orleans St., Springfield, Mass.
or Department R, 47 W. 34th
St., New York City.



★ Buxton ★

Hero's Homecoming (continued)



Public square in front of Pulaski County Courthouse is packed with largest crowd in Somerset's history as official cars bearing Captain Kiser and the governor approach.



Silver service bought by Pulaski County citizens is presented to the hero and his recent bride by George Joplin Jr., Chamber of Commerce president. The gift cost \$710.



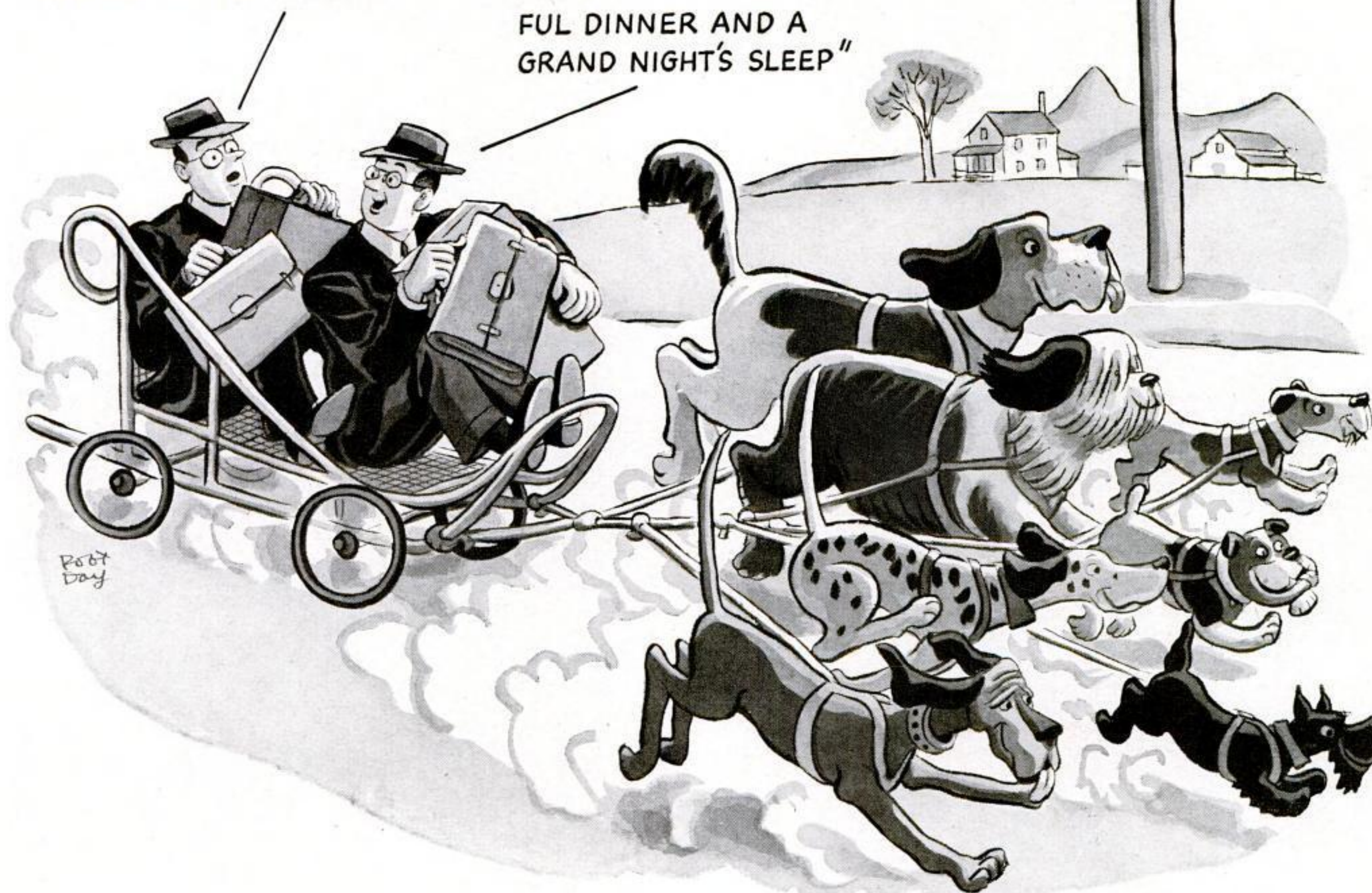
In the locker room of Somerset High School Captain Kiser finds that his old football jersey, No. 22, will still fit him. Kiser was once a star back on the Somerset eleven.

CONTINUED ON PAGE 48

"WHAT WITH THE TRANSPORTATION PROBLEM, IT WASN'T VERY PATRIOTIC OF FRED TO REFUSE US THE USE OF HIS DACHSHUND"

"BUT WE'LL STILL GET TO HOTEL PENNSYLVANIA IN TIME FOR A WONDERFUL DINNER AND A GRAND NIGHT'S SLEEP"

NEW YORK
23 MILES



Perhaps You Haven't Been Driven To This, But—
Uncle Sam's official business must come first, so that getting around the country isn't so easy as it was before the war. And, in spite of the mighty fine job being done by the transportation people, you may find traveling a bit on the difficult side.

But, no matter how you arrive, when business

brings you to one of the seven Statler cities, you'll find the Statler Hotel ready to supply the three wartime necessities for travelers today. Those three things are listed below. Read them.

Now, more than ever, we are making it our business to see that your stay at a Statler is a relaxing, energy-restoring experience.

THREE WARTIME NECESSITIES FOR TRAVELERS



WONDERFUL MEALS

Statlers will serve you food that is an epicure's delight as well as a nutritionist's dream. A grand variety of dishes, at prices tailored to your pocketbook.



WONDERFUL SLEEP

Statler bedrooms contain the world's most luxuriously comfortable beds—beds so comfortable that lots of people have tried to buy them from us!



RESTFUL RELAXATION

If you have a little time to while away, there's the gay Cocktail Lounge...or dancing to famous orchestras.

Statler Hotels

STATLER OPERATED
HOTEL PENNSYLVANIA . . \$3.85
NEW YORK
HOTEL WILLIAM PENN. . . \$3.85
PITTSBURGH

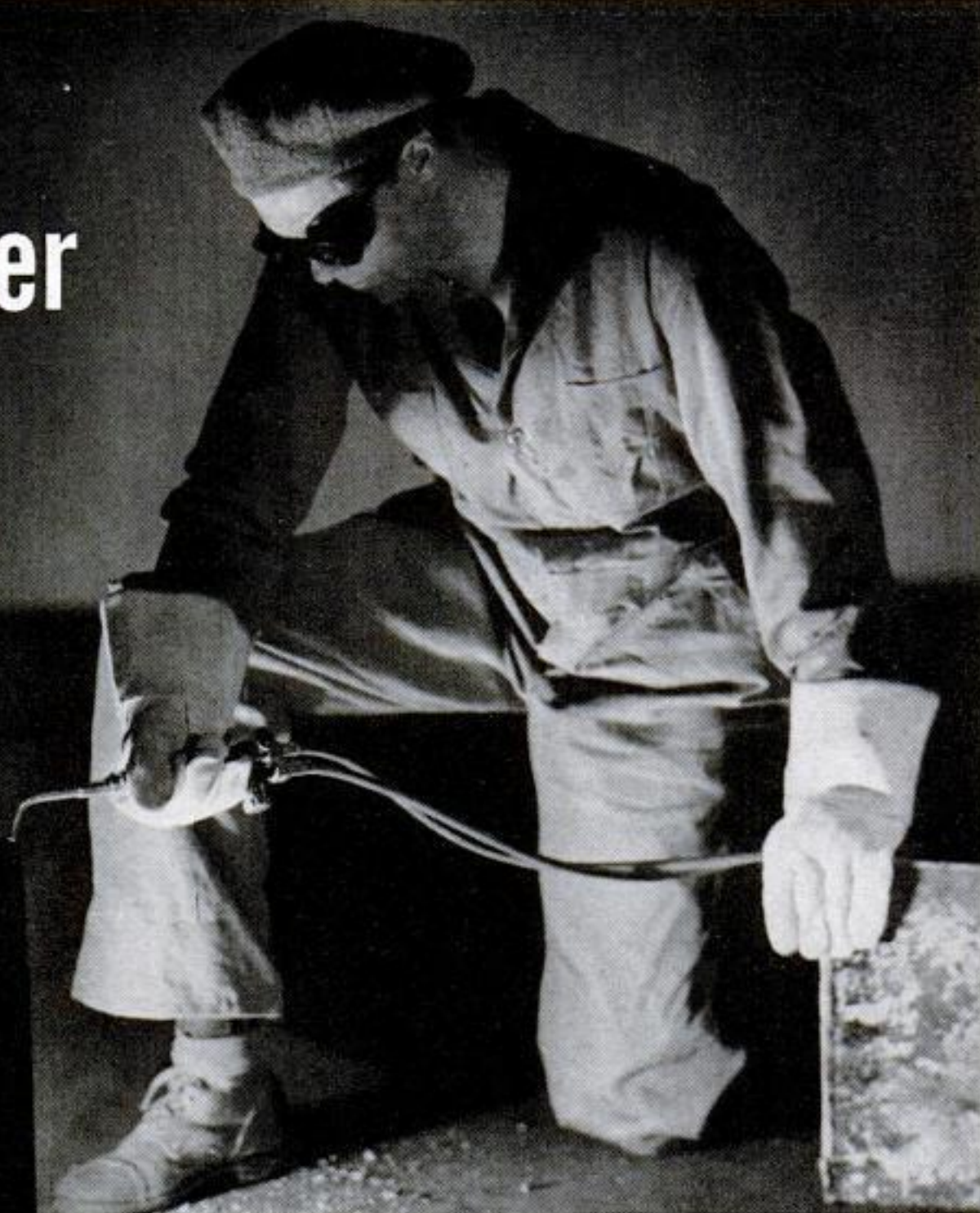
HOTELS STATLER IN
BOSTON \$3.85 BUFFALO \$3.30
CLEVELAND \$3.00
DETROIT \$3.00 ST. LOUIS \$2.75
WASHINGTON, D.C. (Now Building)

NOTHING OLD-FASHIONED BUT THE HOSPITALITY

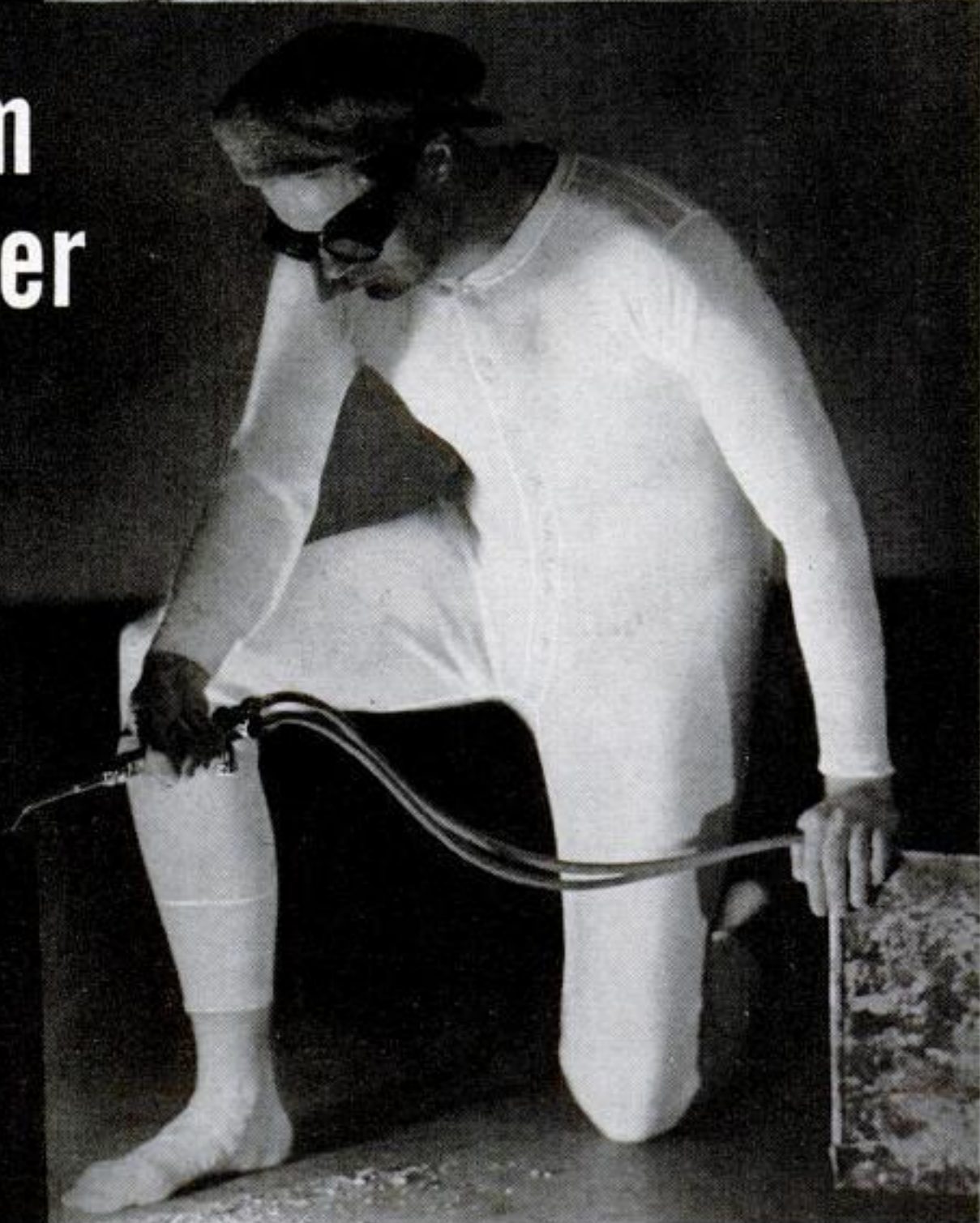
Rates begin at Prices shown

★ YOUR DOLLARS ARE URGENTLY NEEDED FOR U. S. WAR BONDS ★

War worker



Warm worker



If it isn't one draft, it's another! And how to keep warm while working is Munsingwear's dish. Here's the worker's best bet, "Underalls"*...keeping up resistance, keeping workers warm. Get it in a choice of knits, from lightweight cotton to heavy wool mixtures, short or long sleeves...any way you want it or wear it, it's a lifesaver! For the two-piece school, SKIT-Longies with the exclusive "STRETCHY-SEAT,"* and the streamlined SKIT-Winger Shirt are the prize pair.

*TRADE-MARK

Munsingwear UNDERWEAR FOR MEN

Just look for the **MUNSING** label
Wear
REG. U. S. PAT. OFF.

MUNSINGWEAR, INC. • MINNEAPOLIS • NEW YORK • CHICAGO • LOS ANGELES

Hero's Homecoming (continued)



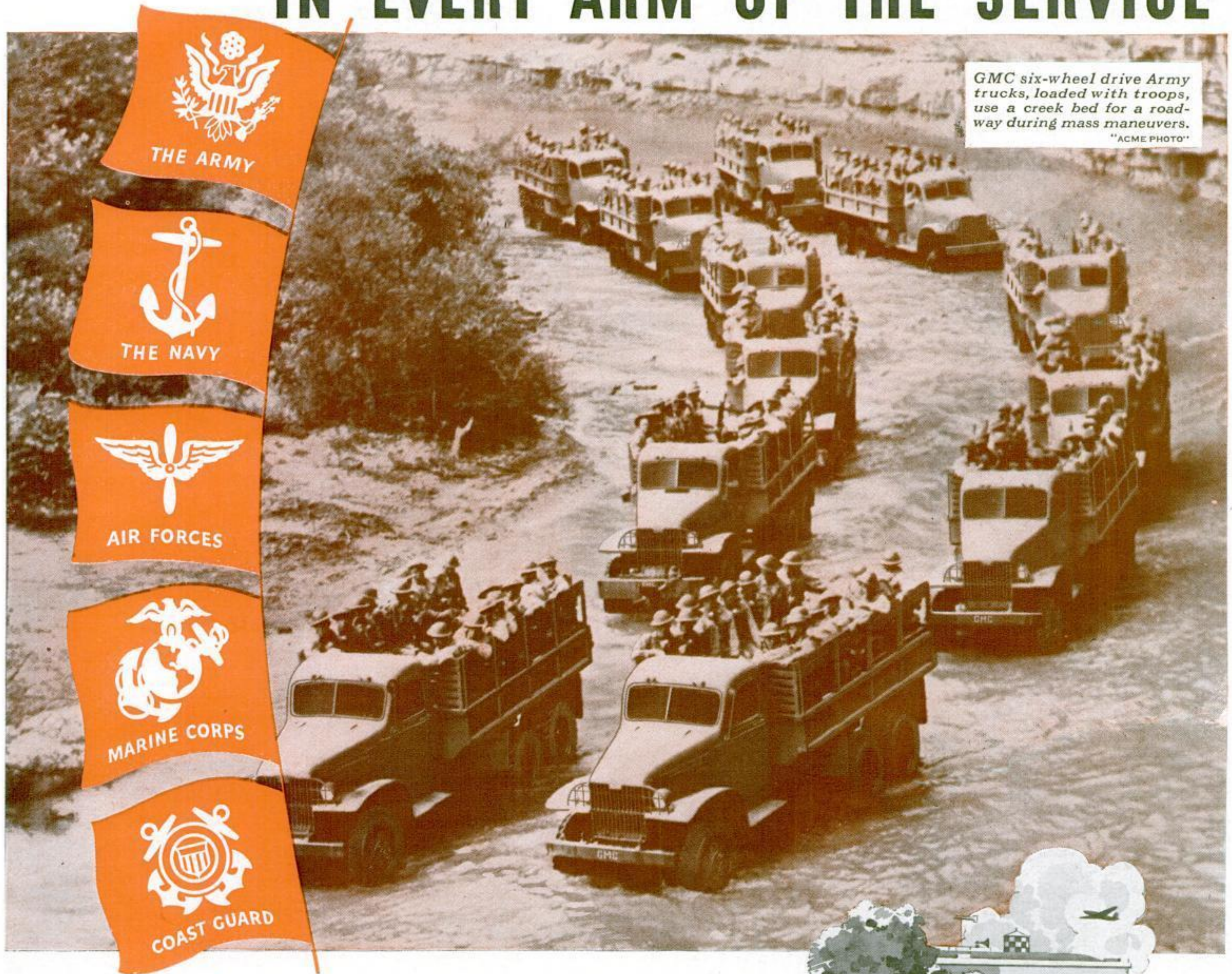
Wedding cake baked by hero's aunt is sliced and then tasted by pretty Mrs. Kiser. The Kisers, married a week, had their wedding banquet with his family in Somerset.



In boiler bowl of a huge locomotive Captain Kiser sits and chats with some of the workers. His father, Bert Kiser, works in this Southern Railway shop as a machinist.

Pulling for Victory

IN EVERY ARM OF THE SERVICE



GMC six-wheel drive Army trucks, loaded with troops, use a creek bed for a roadway during mass maneuvers.
"ACME PHOTO"

THE GMCs are all-out for war duty . . . ask any man in any branch of the service . . . Soldier, Sailor, Aviator or Marine. *Land Forces* use GMC trucks to move troops and guns and equipment, to purify water and supply food, to erect bridges and communication lines, to service mechanized units. *Sea Forces* use GMC trucks to load ships with fuel oil and supplies, to perform vital

shore patrol duty. Special GMC-built Coaches transport sailors and workers to Naval yard and base. *Air Forces* have a need for GMC equipment, too. Coaches carry fliers, para-troops and ground crews from barracks to flying field, while trucks perform scores of transport tasks. We are proud that our vehicles are "Pulling for Victory" in every branch of the armed service.



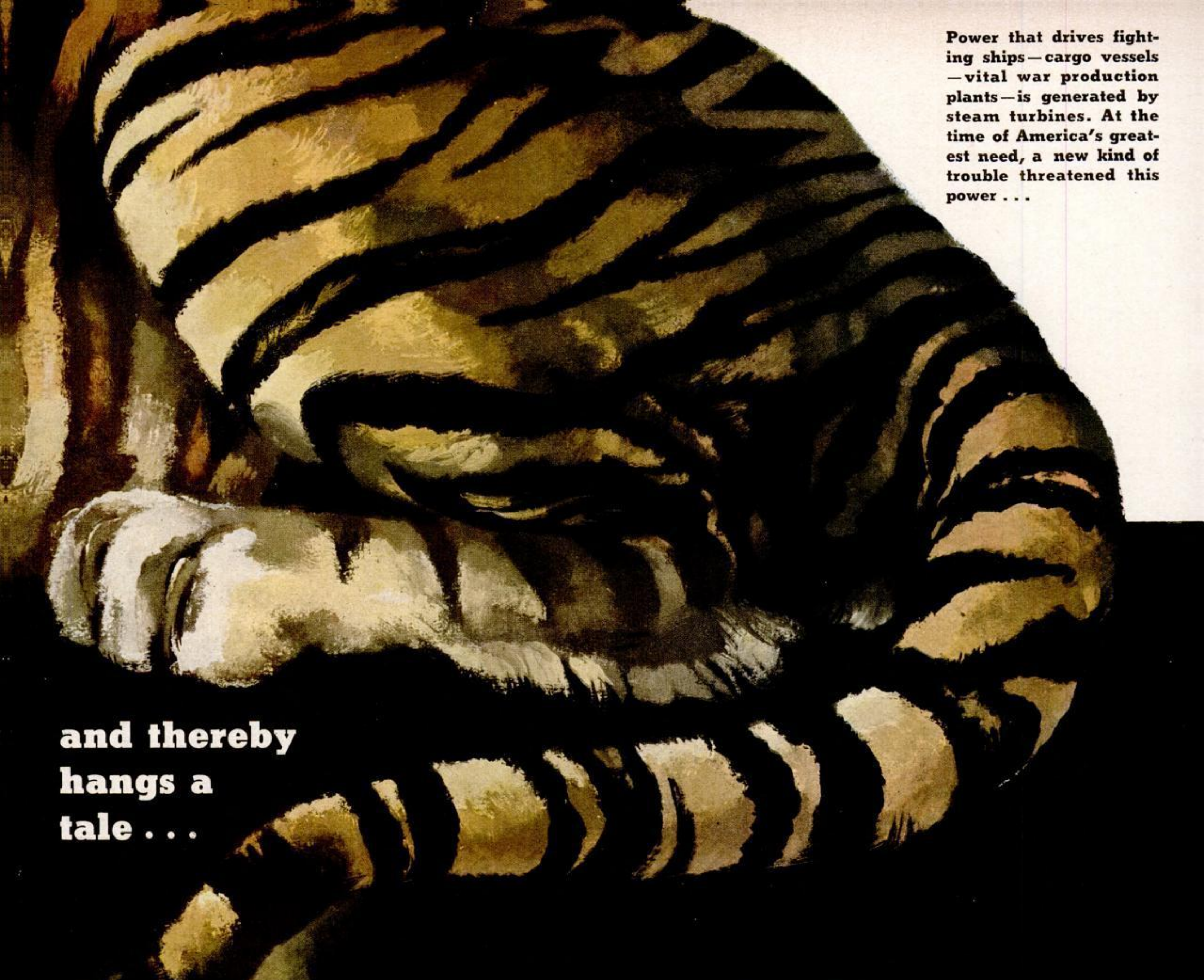
Your country wants you—truck owner or driver—to become a member of the U. S. Truck Conservation Corps . . . a group pledged to properly maintain truck equipment. See your GMC dealer for full details of this Government-sponsored program. Ask about "Victory Maintenance" . . . GMC's plan to keep America's trucks "Pulling for Victory."



GENERAL MOTORS TRUCK & COACH

DIVISION OF YELLOW TRUCK & COACH MANUFACTURING COMPANY

Home of GMC Trucks and Yellow Coaches • • • Manufacturer of a Wide Variety of Military Vehicles for our Armed Forces



Power that drives fighting ships—cargo vessels—vital war production plants—is generated by steam turbines. At the time of America's greatest need, a new kind of trouble threatened this power . . .

**and thereby
hangs a
tale . . .**

Super-heated steam under high pressure is a hellcat. A steam turbine tames it to a purring kitten—controlled and obedient, but with the strength of ten thousand tigers.

. . .

War brought an even greater demand for power output. Turbines of increased capacity, more compact design, closer clearances and higher steam temperatures were put into operation.

Under these extreme conditions, marine turbines developed a new disease. And ashore, in steam turbines feverishly driving the war plants, the same disease showed up:

"Black Rust!"

At the "University of Petroleum," Shell's research laboratories, the new disease was

identified. More to the point, the cure was found.

It is a new turbine oil having exceptional oxidation stability—and more: an undetectable element in the oil welds itself to the steel surface to protect it from "Black Rust." It also forms a lubricating film of invisible thinness—yet tough and tenacious.

Now, when protection against "Black Rust" is needed most, Shell Turbo Oil and Shell Marine Turbo Oil are in general use in America—helping America's fighting ships, merchant marine and war industries meet their tasks.

Shell research, responsible for such an advance, today is coming home to you in more ways than you realize. It is bringing better food crops, good clothing at lower cost, more effective drugs, plastics with scores of uses . . .



You share this advancing knowledge with
every purchase of Shell Gasoline or Motor Oil
"Oil is ammunition—use it wisely"

VISIT TO DÜSSELDORF



HALIFAX BOMBER CREW OF "B FOR BEER" GO OUT FOR PRACTICE RUN BEFORE DÜSSELDORF RAID. MAN THIRD FROM RIGHT GOT A STOMACH-ACHE AND COULD NOT GO ON RAID



Incendiary cans are hauled up into bomb bays of one of the giant Halifaxes by a hand winch. The cans are not dropped, but open up and spray out the bombs. Bomber is on dispersal field.

No air force much likes to be photographed setting out on a bombing mission and coming home, sometimes with gaps in the squadrons, but the R. A. F. gave LIFE permission to cover one of Bomber Command's night raids on Germany. As luck had it, LIFE Photographer Hans Wild walked in on one of the biggest attacks of the year, the raid on Düsseldorf. On these pages are seen one cheerful squadron loading up, getting instructions, taking off into the dusk and, at length, arriving back home with one loss, and wolfing bacon and beans on toast.

Over 600 big bombers attacked Düsseldorf in one busy hour on the night of Sept. 10. Losses were 31 planes. The Halifax shown here took on 1,000-lb. and incendiary bombs. Others took two-ton and four-ton bombs. This crew had done seven jobs before. Several had been wounded and shot down on other flights. There was no moon. Suddenly in the dark they could see ahead the glow of Düsseldorf, like the lights of a country-club dance in peacetime. Pathfinders had already dropped flares and the first fires were springing up. The Halifax was caught in the searchlights, but side-slipped out, made its run, dropped its bombs and a few empty bottles and sailed home.



The briefing, rarely photographed, shows crewmen of "B for Beer" bomber in the first two rows. Instructions are completed, and the meeting is about to break up. Destination: Düsseldorf.

INHALING NEED ***NOT*** mean throat-irritation —for ***YOU!***

These facts about the five most popular cigarettes are *given by eminent doctors who compared them:**

In striking contrast to PHILIP MORRIS—the four other brands averaged more than three times as irritating.

Also—their irritant effects lasted more than five times as long!

In PHILIP MORRIS you enjoy this real protection—added to finer pleasure . . . even when you do inhale!



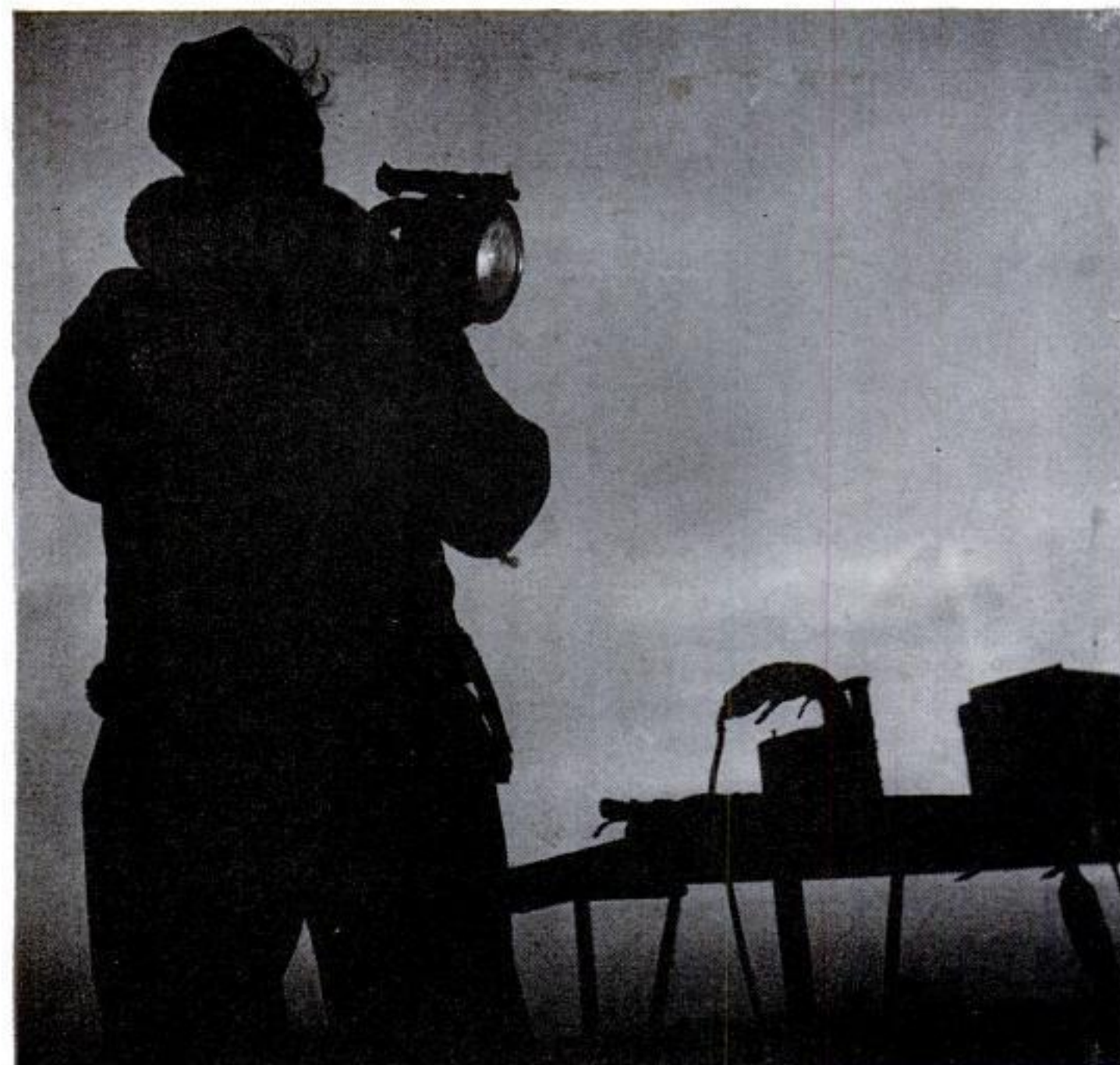
**YOU CAN'T HELP
INHALING—BUT
YOU CAN HELP YOUR THROAT!**

CALL FOR PHILIP MORRIS

AMERICA'S FINEST CIGARETTE

* Reported in authoritative medical journals.

Visit to Düsseldorf (continued)



The "Go" signal is given the bombers by the airdrome control officer's Aldis light. His field telephone stands on table. The bombers take off at a rate of one a minute.



Off to Germany goes a Halifax. The bomber's turret gunner is already in position. Landing wheels are about to be retracted. The bomber circles the field slowly once,

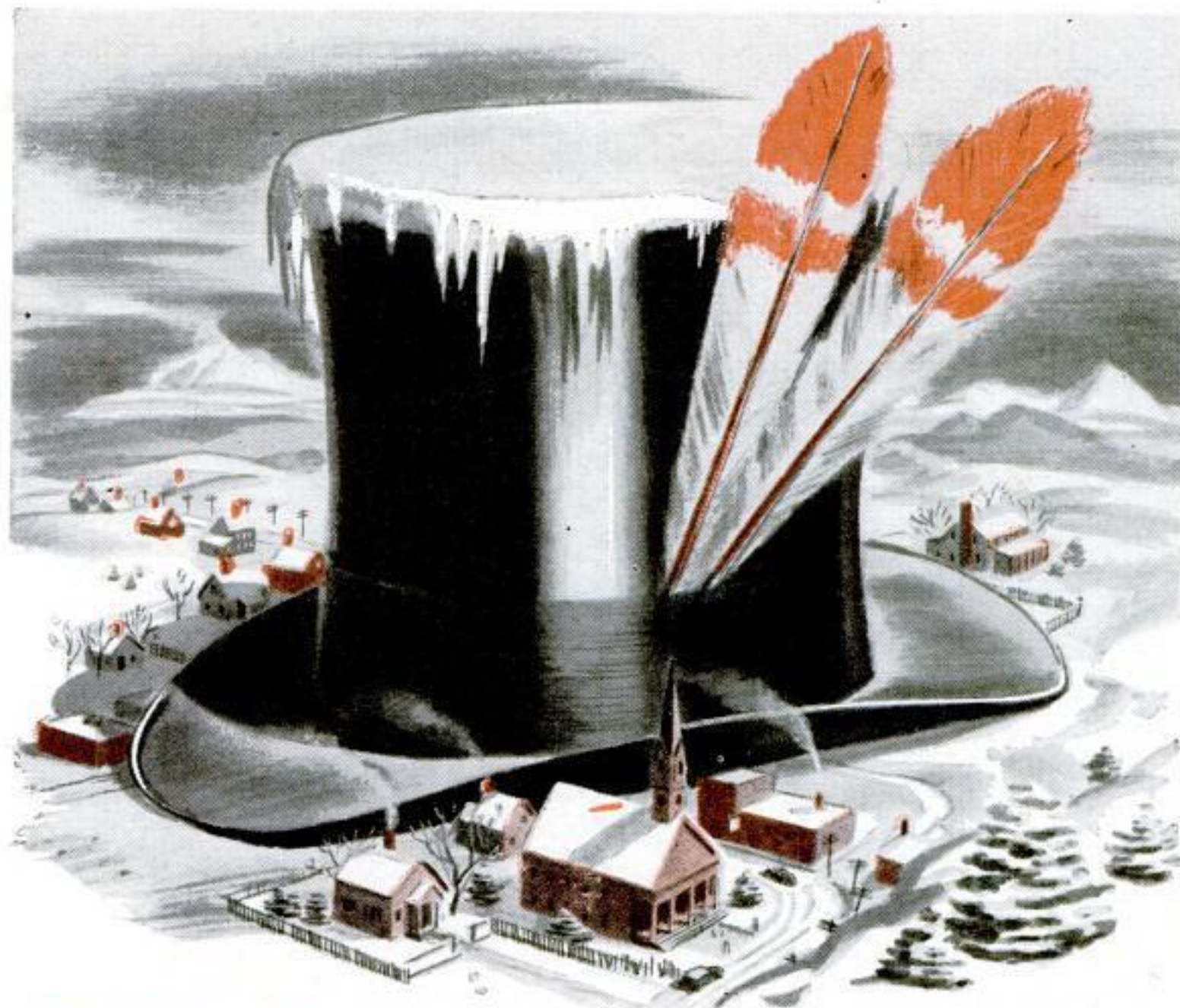


On the line waits the "B for Beer" Halifax, loaded and manned, with its ground crew standing around under the wings in the gloaming. Take-offs are usually after dark.



testing its engines, and then heads for Düsseldorf. An hour later it is over the lighter gray of the North Sea and has lost the rest of the squadron in the moonless night.

CONTINUED ON NEXT PAGE



MEDICINE HAT

*never gets cold enough
to freeze cars that have*



PERMANENT ANTI-FREEZE

• Noted as a spot in America which has the greatest extremes of temperature, Medicine Hat never gets cold enough to freeze cars protected with 60 Below Permanent Anti-freeze. In the correct proportion 60 Below will protect your car to as low as 67° below zero.

You have another advantage in 60 Below, too. It does not boil away. If the radiator solution gets low—without leakage—just add more water—the anti-freeze protection will be brought back to its original strength. That's an economy as well as a protection feature, because 60 Below is a permanent anti-freeze. One correct filling lasts all winter.

60 Below is available in most parts of the country. Look for the sign 60 Below displayed by the nearest 60 Below dealer. Get prepared now for the cold weather ahead and enjoy 60 Below protection all winter. FREEDOM CHEMICAL CO., INC., Cleveland, Ohio.

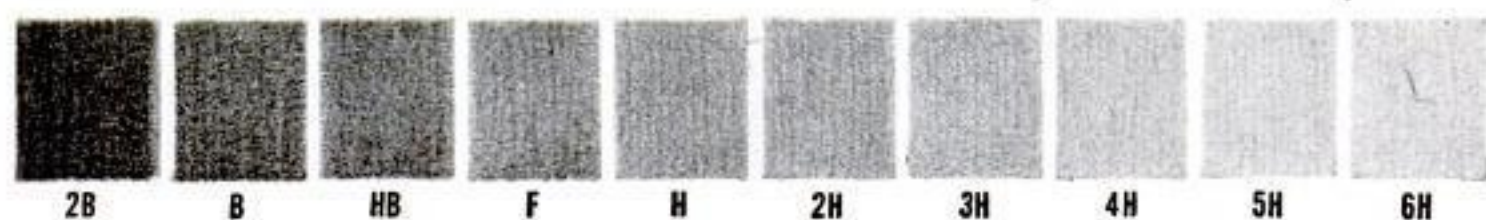
When used as directed 60 Below is guaranteed to be non-corrosive to metal; non-injurious to car finishes or rubber; non-explosive; and non-inflammable.



*Use a Refill Lead
that Writes the Way You Write*



10 DEGREES OF BLACK



*and 17 Popular Colors**

Use a lead designed for your own requirements—to suit *your* style of writing and the pressure of *your* hand. Just any lead will not do. Scripto offers you 10 different degrees of black so you can select just the lead that writes the way *you* write—whether it be with light, medium, or heavy pressure.

For all who write or figure, Scripto 4-inch leads set the standard in quality for fine-writing leads. Insist on the genuine Scripto leads with the red circle on the pack. The supply of materials for making new pencils may be uncertain for the duration of the war. But Scripto pencils are built to last and Scripto refill leads are available in black and colors at office supply houses, college stores, drug stores, post exchanges, 5 & 10 cent stores and other stores carrying writing materials. Prices surprisingly low.

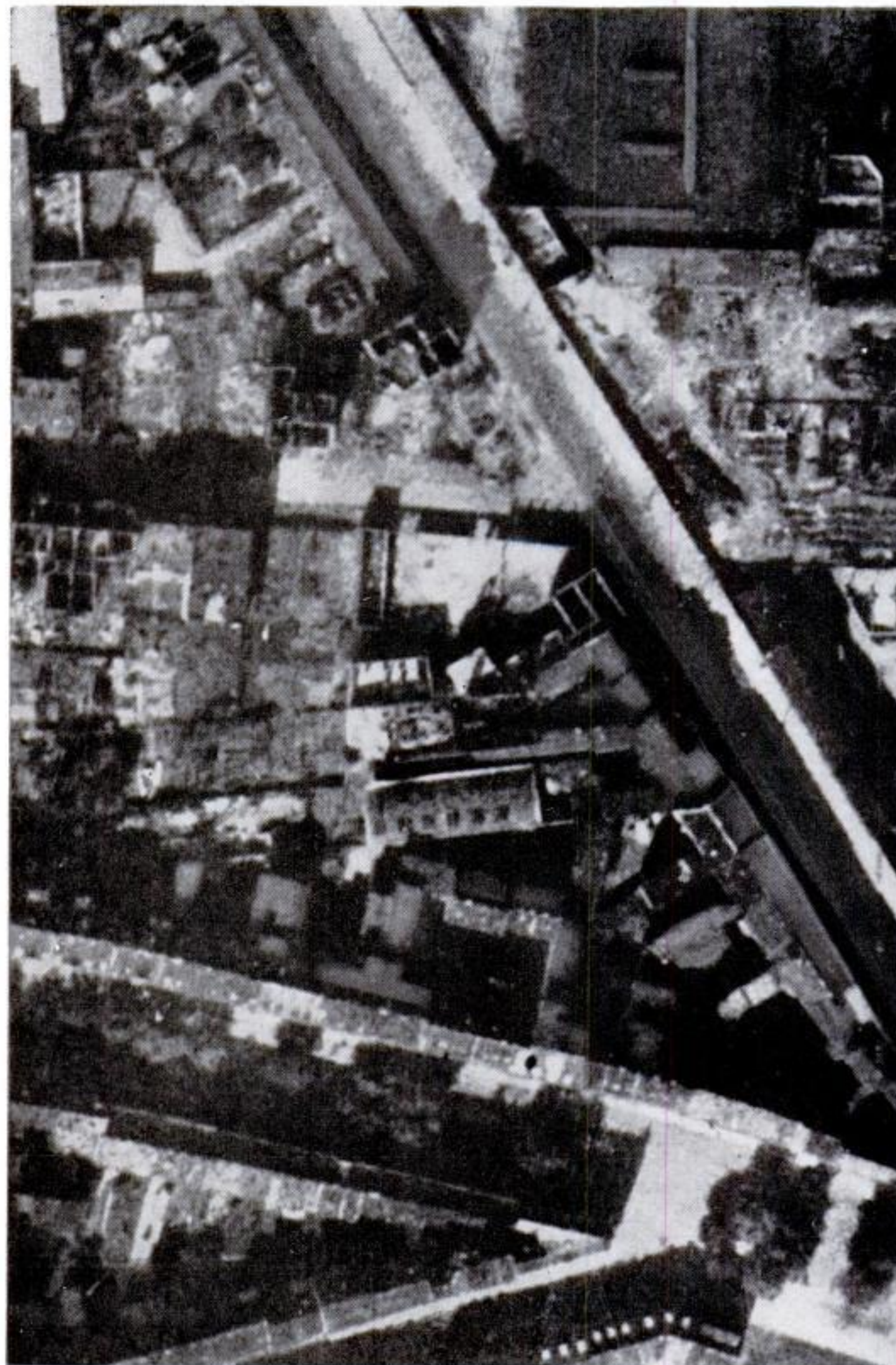
* SCRIPTO LEAD COLORS: Red, Dark Red, Blue, Light Blue, Special Blue, Green, Yellow, Orange, Brown, Purple, White, Silver, Heliotrope, Indelible Medium, Indelible Hard, Blue Copying, Purple Copying.

*Scripto Refill Leads are the correct diameter
for the millions of Scripto Pencils in daily use*

SCRIPTO MFG. CO. ATLANTA, GA.



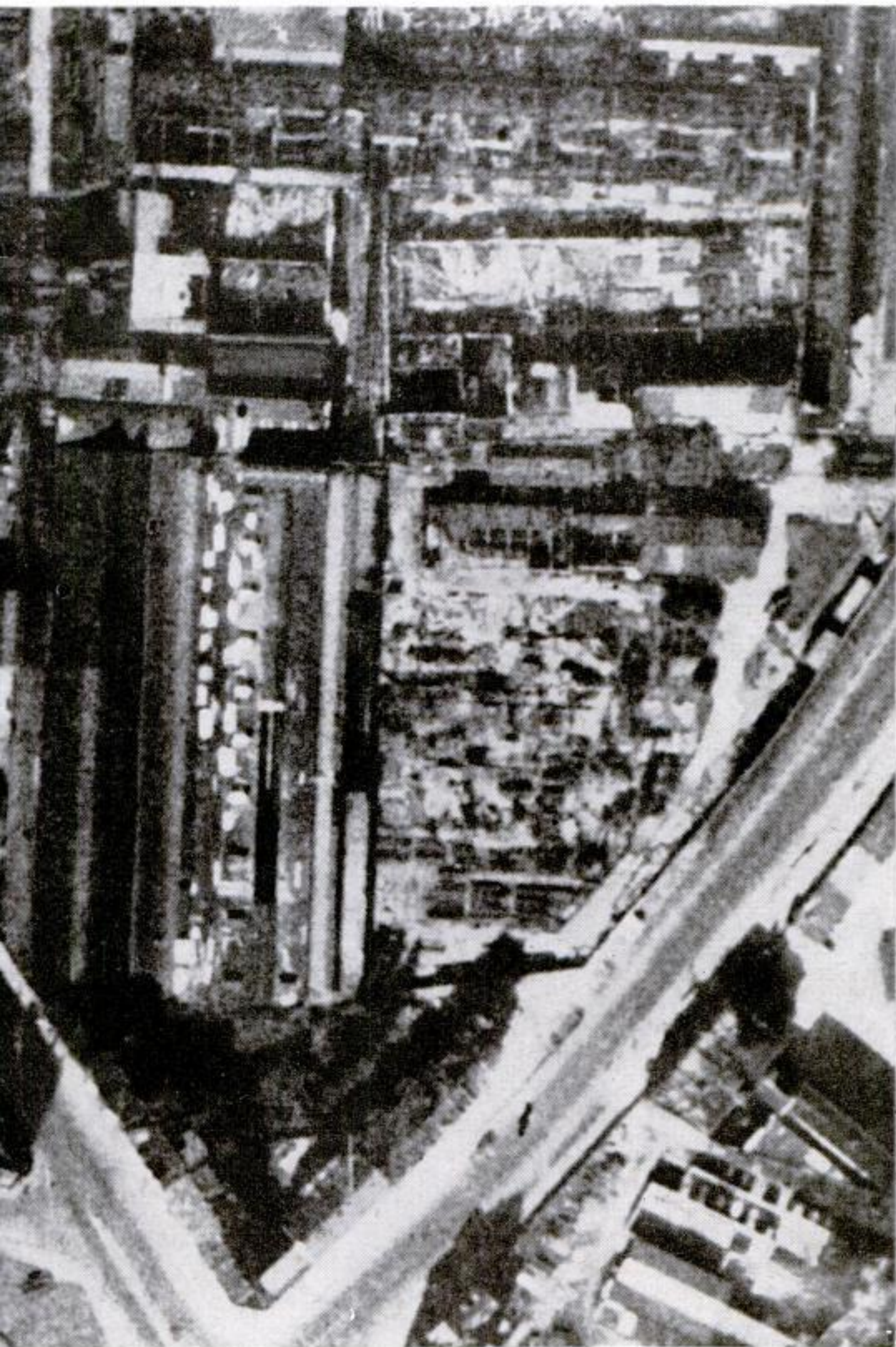
Visit to Düsseldorf (continued)



Results at Düsseldorf, photographed by daring British reconnaissance plane, show (right) shattered and burned hulk of the Deutsche Rohren steel-tube factory, other



Back home, tired Canadian bombardier and turret gunner (left) and the Scots pilot (right) tell ground crewman (center) the news, light their first cigarets in five hours.



guttled plants. Apex of angle is intersection of Krupp and Kolner streets. Main railway station is off left of the picture. Three hundred seventy acres were destroyed.



Bomber crews dig into bacon and beans at 4 a. m., tell their stories. Collar whistles are to attract attention if shot down in Channel. Whisky bottles hold only vinegar.

Free 50¢ package of vitamins



~~\$2.25~~ VALUE... ONLY \$1.69

WHY THIS FREE OFFER? It's made solely to get you to try this new low-cost way of getting vitamins and minerals—at once. If it does induce you, and millions of others, to get the vitamins and minerals you may need, it will be a great thing for you—and for wartime America.

U. S. Government experts say 3 out of 4 need more vitamins.



Why take chances? Vimms give you vitamins and minerals in a new, pleasant form. They're little tablets, easy to swallow... and so good, children say, "They taste like candy."

Why be "half-alive"? It's your fault if you're tired, nervous, a push-over for colds because of vitamin-starvation. Vimms will help you get back your old pep—help build resistance to colds.



6 vitamins are needed. That's what U. S. experts say. And Vimms give you these very six vitamins and three minerals that belong with them. That's more for your money than any other product we know!



Vimms—a complete balanced team. Vimms give you all 3 essential B Complex vitamins (B₁, B₂, P-P)—and more! 3 other vitamins just as important (A, C, D)—and more! 3 vital minerals (Calcium, Phosphorus, Iron).

AND YOU GET A MONEY-BACK GUARANTEE



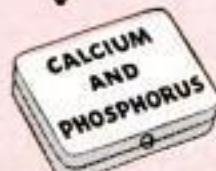
Buy this special Vimms trial offer. Compare Vimms with all other vitamin products. If not completely satisfied that Vimms are better, you get your money back! Just mail the large package unopened and the unused portion of the regular size—with your name and address and reason for not preferring Vimms—to Lever Brothers Co., Pharmaceutical Div., Cambridge, Mass.

Compare ALL...and you'll buy Vimms



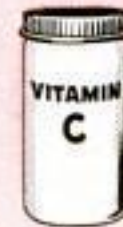
2 good vitamins—but 6 are needed!

Without these, Vitamin D is practically "unemployed."



You pay no more for these in Vimms!

Makes Vimms more complete than many costlier products.



No need to buy this separately!



The American Medical Profession has adopted as a standard for acceptance the U. S. Government's minimum daily requirements for vitamins. Vimms meet or exceed these requirements—for all six vitamins recognized as essential. Vimms give you three vital minerals, too. No other product at any price can match ALL Vimms advantages.

YOU GET THEM ALL IN VIMMS



Staff Sergeant Henry Schuppner and wife Ellen come from Baltimore, live in a furnished room in Fayetteville, ten miles from Fort Bragg. Henry is attached to H.Q. Battery FARC.



Sergeant Edward Pulver and wife Catherine are from Brooklyn, N. Y. Their present home is a furnished room, rent \$28 a month. He's home every night. Catherine has job in Fayetteville dime store.

ARMY MAN & WIFE

**Plucky girls quit homes and jobs
for hard camp life with husbands**

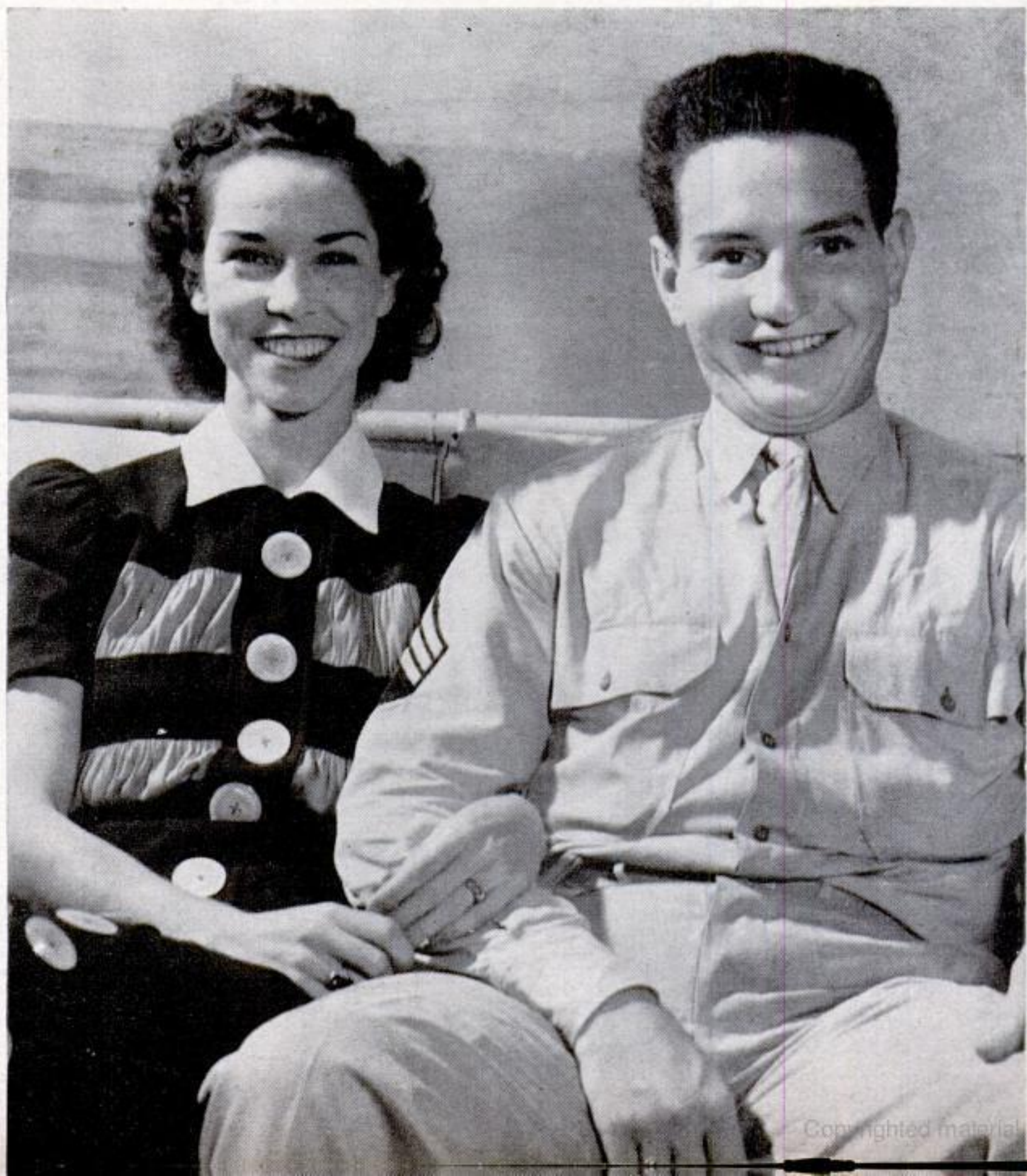
To training camps all over the U. S. a new army is marching—an army of eager, young, realistic wives of enlisted men. They are former clerks, shop girls, students from small town and big town. For as long and as far as the Army will permit, they intend to follow their Johnny Doughboys. The life is hard, money and comforts scarce, but when love is young a floor as a bed, a closet for a kitchen and a bathroom shared with a score of persons are easily surmounted obstacles.

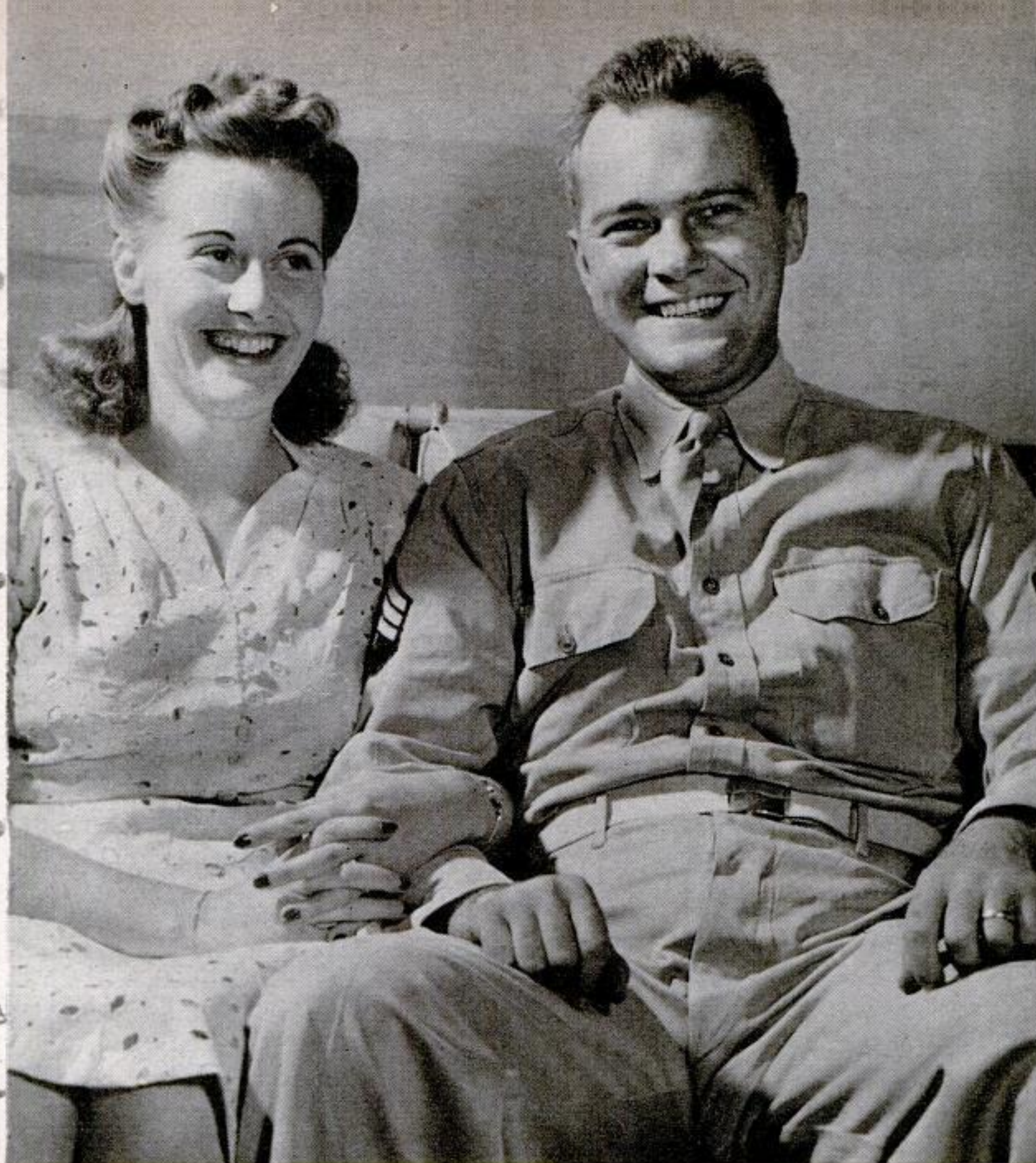
The U. S. Army neither welcomes nor discourages these modern Daughters of the Regiment. It accepts them as a group which helps the morale of the privileged men to whom they belong, but it frets over the added population burden it brings to already overcrowded areas. The commanding officer at each post decides who may live off the post. As a rule men in basic training, although allowed off post after retreat, must be back by 1 a.m. After being assigned to a per-

Private George Conn and wife Violet come from Philadelphia, live in room in private home. George is a paratrooper and gets \$105 monthly. Violet makes \$15 weekly as a USO hostess.



Sergeant Richard Metzger and wife Gertrude come from Dayton, Ohio. They live in a furnished room, pay \$25 rent. Richard is attached to Headquarters Battery FARC, plays a drum in the band.





Sergeant John Falowski and wife Marion are from New York. He plays in the H.Q. Battery band, FARC. They live in a furnished room, rent \$25. John was a clerk with Celanese Corp. of America.



Private Louis Silverstein and wife Mildred are from Brooklyn, N. Y. He is with 47th Infantry, 9th Div., has permission to live off post with his wife in a \$30-a-month furnished room.

manent post, a married soldier may get permission to stay off the post for from one to seven nights a week, depending on his branch of service. If he is a staff, technical or first grade, or master sergeant, he and his wife may live in Army quarters on the post, if any are available. If he must find quarters elsewhere, he gets \$34.50 a month for quarters and 65¢ a day for rations. Other enlisted men living off post, unless assigned to special duties, may receive 65¢ daily ration money.

For most Army couples, making ends meet is a serious problem. Living quarters are hard to find and rents are apt to be high. Restaurants are crowded and expensive. To supplement family income most wives find jobs either on post or in nearby towns, frequently make more than their soldier-husbands. On these pages are a few of the several hundred couples who belong to Mr. and Mrs. Club at Fort Bragg, N. C. For typical routine of "camp honeymooners," turn page.



TWELVE OF THE MR. & MRS. COUPLES AT FORT BRAGG

Sergeant Edward Klenke and wife Geraldine for \$10 monthly share farmhouse with couple. New-bought furniture will soon be shipped to home in Union City, Tenn., as Edward will be transferred.

Private Amos Burke and wife Maxine from Des Moines, Iowa, have room in Fayetteville for \$25 a month. Amos is with Battery A, 194th Field Artillery. Maxine is cashier at Service Club.



CONTINUED ON NEXT PAGE



Home-cooked meals, no matter how makeshift, have a flavor no mess sergeant can match. Frank beams at Renee's pork chops grilled in portable electric stove. Packing case serves as temporary kitchen table.



In remodeled home the Mundorfs find a vacant three-room apartment. They moved in shortly after Renee arrived. She spent the first nights at the Army guest house, paid 50¢ nightly. He slept at camp barracks.

CORPORAL FRANK MUNDORF AND PRETTY WIFE RENEE PLAY AT KEEPING HOUSE

Frank Mundorf, technician fifth grade, main post, Fort Bragg, and his pretty 19-year-old wife Renee are among the luckier couples of the many thousands honeymooning at camps. They rent for \$24.50 a three-room apartment with kitchenette and bath. As fast as they can afford it, they buy furniture and household equipment. Frank earns \$66 a month, gets \$18 a month for rations. Renee has a civil-service appointment as a file clerk and typist in the quartermaster's office at the main post which pays her \$105 a month. By camp-couple standards, their combined income is high.

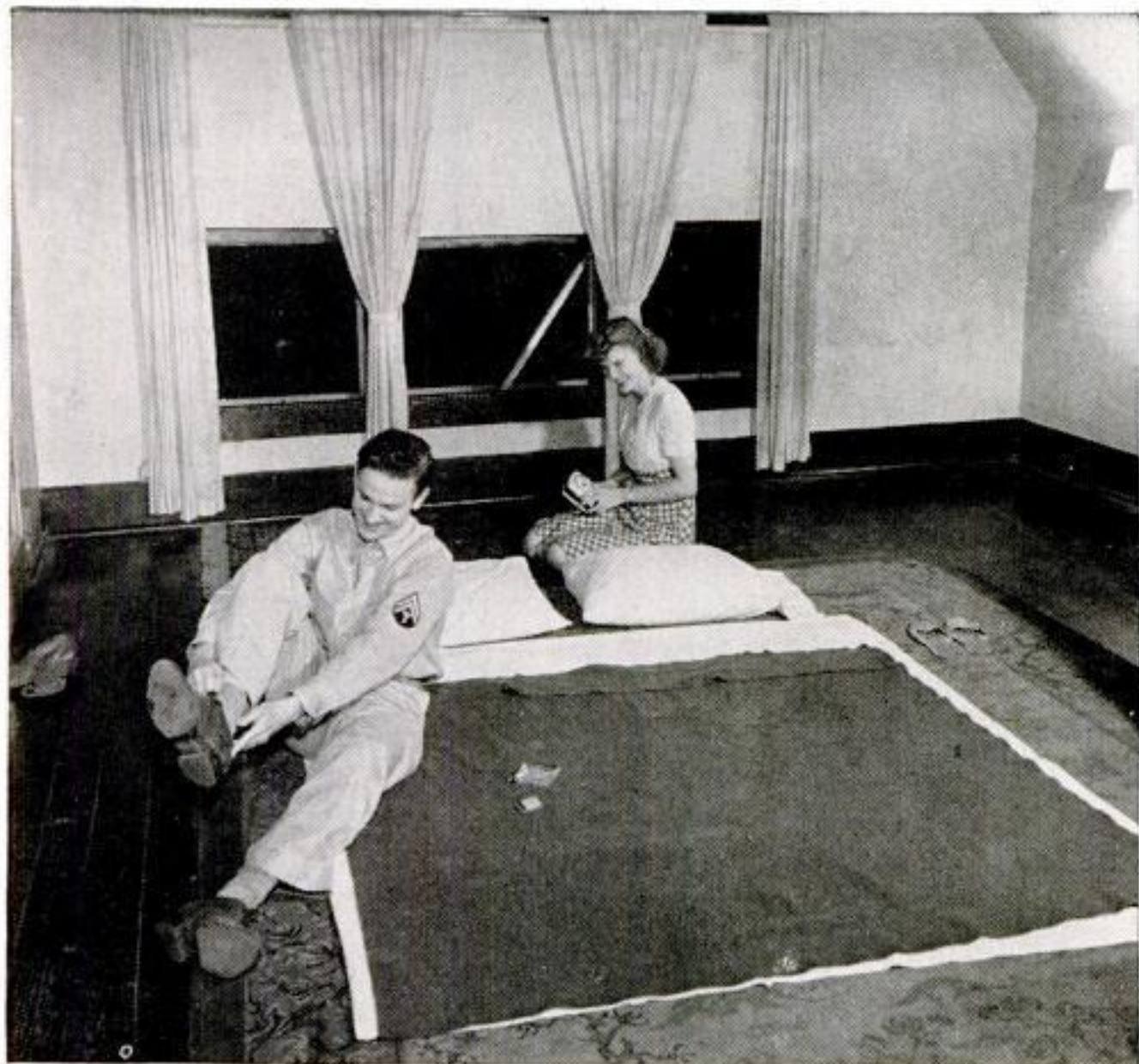
Renee and Frank must both be on duty at camp by 8. Frank has permission to skip reveille on post, usually takes 7:30 bus from Fayetteville to Fort Bragg with Renee. They leave camp about 5, thumb a ride home where together they do house cleaning, laundry and prepare dinner. One night each week they indulge in a movie. Saturday night they dance, play cards, sing at the Mr. and Mrs. Club room at the USO. Every night before dinner they say grace. In their hearts they are grateful to God and country for granting them the privilege of being together. They know this is temporary bliss. Plans for the future must wait. Only today is real and into it they crowd enough love and laughter to tide them over all the lonesome tomorrows.



At post commissary the Mundorfs shop for groceries which are priced only at cost to the Government. Bread costs 3¢ a loaf, coffee is 2 lb. for 36¢, eggs are 35¢ a dozen.



At quartermaster's office Renee is a competent file clerk and typist. Most jobs on post come under civil service. Off post, wives work in shops, restaurants and offices.



First night in new home Frank and Renee sleep on improvised bed made by putting sheets, blanket, pillows on floor. These Renee had brought with her from Philadelphia.



By second night Frank had borrowed two Army cots from one of the post chaplains. A packing case in which Renee had shipped her household goods was used as dresser.



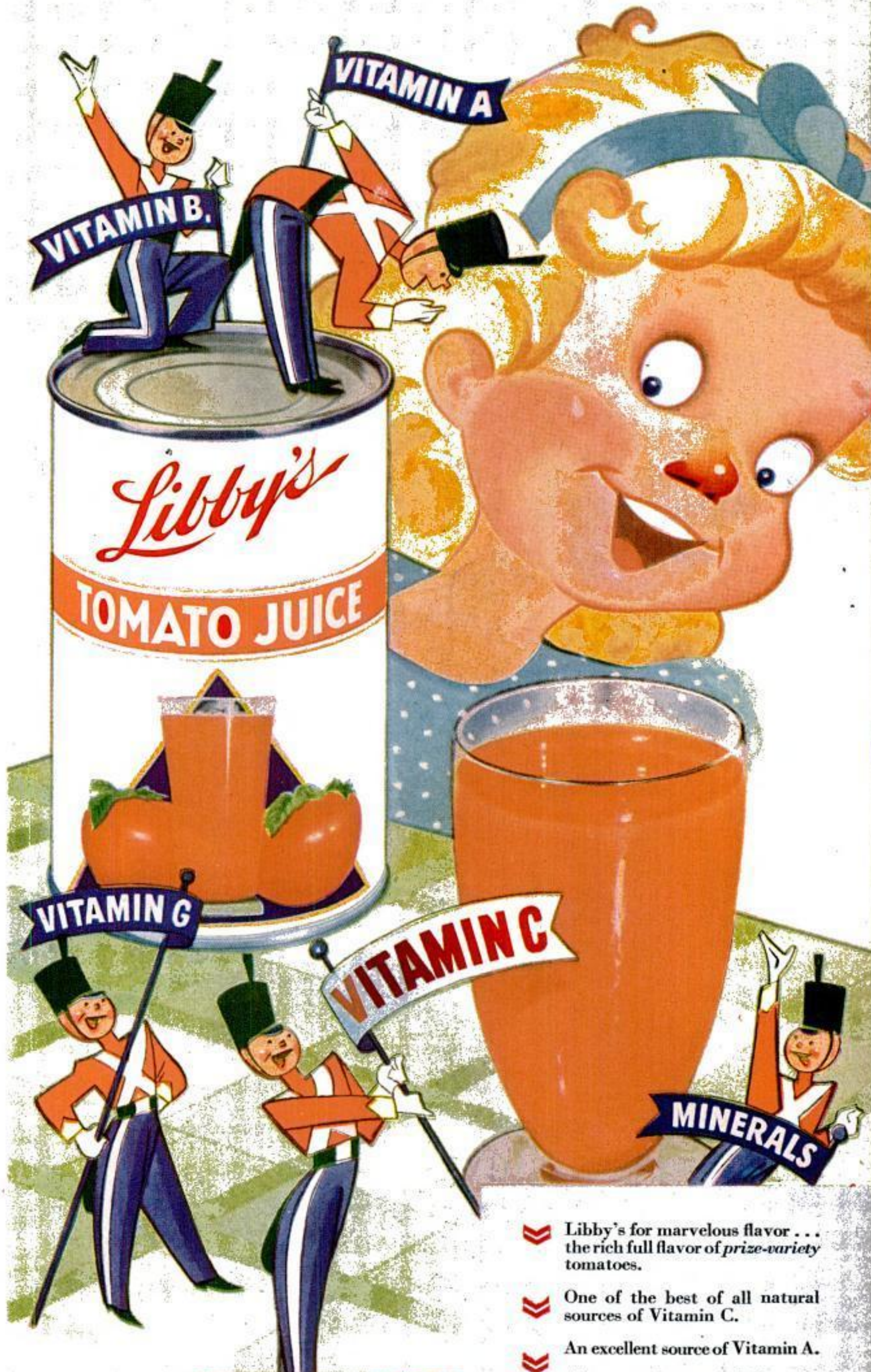
First salary check went for payment on bedroom set. With rug, curtains, bedspread, dresser, bare room takes on homelike appearance. Still missing are chairs, lampshade.

CONTINUED ON NEXT PAGE



"YOURS TO COMMAND" Nutrition Guards"

IN **LIBBY'S** TOMATO JUICE
Temptin', sparklin' flavor, too!



Save money—
buy the
large sizes



THERE ARE 8 OTHER DELICIOUS LIBBY'S JUICES

➤ Libby's for marvelous flavor... the rich full flavor of prize-variety tomatoes.

➤ One of the best of all natural sources of Vitamin C.

➤ An excellent source of Vitamin A.

➤ Also a good source of Vitamins B₁ and G.

➤ And it supplies small quantities of minerals—iron, calcium, phosphorus.

Try Libby's Pineapple Juice, too! Unsweetened juice from Hawaii, Heavenly flavor!

*Show your colors
with an
"Uncle Sam Party!"*

DON'T MAKE IT FANCY—it's the *spirit* that counts, not the time you spend in the kitchen! A tempting punch...some appetizers...plenty of Ritz crackers and you're all set to do honor to the grandest Uncle anyone ever had! (Recipes given below.)



★ RITZ PARTY PLATE

Celery hearts stuffed with pimento cheese
Tiny codfish balls
American cheese, cubed
Creamed liverwurst

Serve with Ritz and watch folks go to town! My, *my* how they do love Ritz! But after all, it's America's favorite—the most delicious, delectable cracker that you ever put in your mouth!

★ APPLE GINGER PUNCH

Equal parts apple juice and gingerale, ¼ as much orange juice as quantity of these two, a dash of lemon and sweeten to taste. Serve with ice—and (you've guessed it!) Ritz. For a drink without Ritz is like a sailor without a girl.

JOIN UP with the army of American housewives who are making Ritz the quick, easy answer to war-time entertaining problems. Every bakery product identified by this red NABISCO seal brings the same delicious goodness and tempting freshness you find in Ritz.

In Canada, ask for Christie's Ritz

BAKED BY NABISCO • NATIONAL BISCUIT COMPANY

Army Man & Wife (continued)



Sergeant Maury Sher returns to camp with bride after three-day leave to get married. LIFE readers met him in Sept. 21 issue as bachelor friend of Private Hargrove.



At swanky tourist house in Fayetteville, the Shers take up temporary quarters. The rooms are air-conditioned, cost \$3. Maury has income from restaurant in Columbus.



At mess hall Esther Sher lunches with soldiers—a courtesy extended to new arrivals. The food is plentiful but the men would gladly give up their share for a girl at mess.



Coveted quarters are these occupied by Staff Sergeant Bob Boston and wife Meta in Honeycutt Place, Government settlement for noncoms where houses rent for \$24.50.



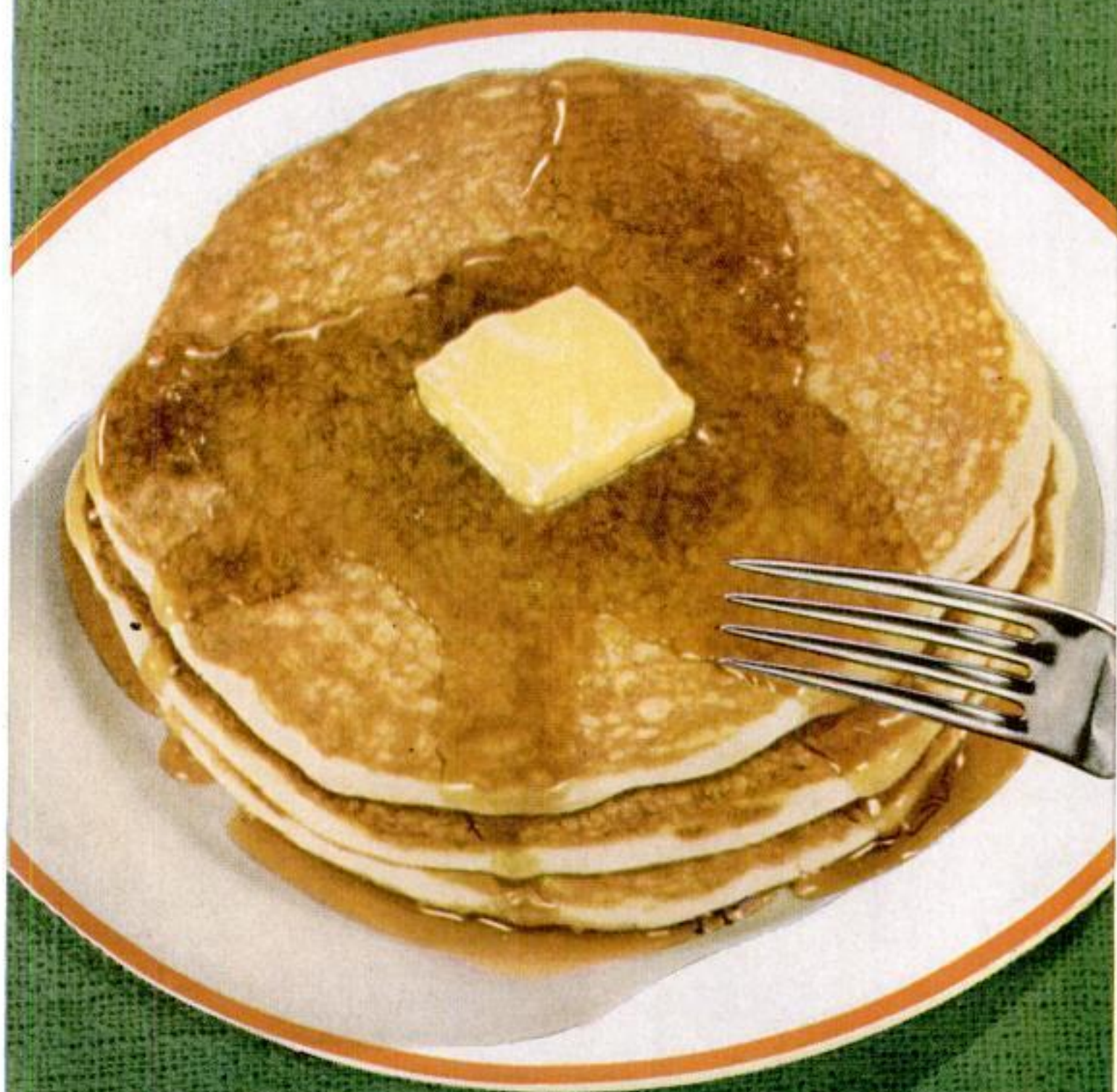
Meta Boston has job as telephone switchboard supervisor at main post signal-corps office. She makes \$120 a month. Bob makes \$98 plus \$34.50 for quarters off post.



Attractive furnishings were bought in Fayetteville. Should Bob be transferred to other camp, Army pays Meta's fare and shipping costs up to 4,500 lb. for one move.

CONTINUED ON NEXT PAGE

Ever taste Pillsbury's Pancakes?
Isn't that "4 Kernels" flavor something!



THAT VERY SPECIAL FLAVOR of Pillsbury's Pancakes comes from the distinctive blending of these four grain-flours. Just taste 'em! Different! Delicious!

© PFM CO. TRADE-MARK REG. U. S. PAT. OFF.

Pillsbury's
PANCAKE FLOUR

Ready-Prepared
—with or without
BUCKWHEAT





Mrs. Thelma Joubert, wife of Sergeant Joubert, 134th Medical Regiment, is preparing to leave hospital with her 8-day-old boy, William Lee. Army nurses are on duty.

CAMP HOSPITALS DELIVER ARMY BABIES

Wives at Army camps naturally have babies. Some of the USO club-rooms have "Stork Club" corners where expectant mothers gather to swap useful information. At Hospital No. 1 at Fort Bragg, prenatal clinics and delivery rooms are available for soldiers' wives but the Army's first concern must of necessity be for its soldiers. Within the limit of its facilities it tries to take care of their wives and babies. A sick soldier has priority rating for any bed in a camp hospital. If space is available an Army wife may have her baby at the hospital. Delivery, medicine, three meals a day, care of baby and mother for two weeks are all included at a nominal cost. After being discharged from hospital, mothers may bring their babies back for periodic checkups.



In improvised nursery, nurse shows 3-day-old daughter to her parent, Sergeant Dale of Second Chemical Battalion. This is the nearest the father can get without a mask.



"I discovered Mary Carter's secret, today"

Mary Carter's dinner proved what a difference fine wines can make in the enjoyment of good food. But how she did it on Professor Carter's salary had us all guessing.

Today I discovered her secret. A Great Western "Dinner for Eight" Wine Assortment caught my eye. I picked up the Great Western Recipe Book and there it all was. Everything Mary had served was there . . . recipes so simply explained one couldn't go wrong . . . and the right wines to go with every dish, including Great Western American Champagne . . . and the cost . . . my budget figures will look a lot prettier than usual after our next dinner party.

PLEASANT VALLEY WINE CO., RHEIMS, N. Y.

Great Western "Dinner for Eight" Wine Assortment



Send for your free copy of the Great Western Recipe Book . . . How and when to serve wines and how to prepare the dishes with which they go best.

Great Western
WINES—SINCE 1860

For Life's Sparkling Moments

WHAT ARE WE FIGHTING FOR?

...THE HOMELY FRAGMENTS OF DAILY LIFE... words like *freedom* or *liberty* draw close to us only when we break them down into the homely fragments of daily life. Those youngsters on the bench working out the future of their own free will; that church, where no Austrian paper-hanger tells us how we shall worship; the strollers on Main Street who gossip to their hearts' content, unaware of such a thing as a concentration camp. Those are the things we're really fighting for.



... and we are discovering the importance of rubber

THAT FELT HAT, tossed on the grass beside the bench, is made of rabbit fur from Australia — and the ship that brought it here was controlled by directions signalled over rubber-insulated wire. Its powerful machinery was cushioned with rubber

mountings. **THE TEXTILE MILL** that made the cotton in her dress depended upon rubber transmission belts and many other industrial rubber products. **THE BOTTLES OF "COKE"** they'll soon be sipping in the corner drug store and their "ham on rye"

wouldn't be on hand for their enjoyment except for the help of rubber in the bottling works, on the farm, in the flour mill, in the bakery and the dairy, in the meat packing plant, throughout every railroad system, and on every delivery truck.



The needs of the Army and Navy come first today in every one of the great manufacturing plants of United States Rubber Company. For the duration of the war take watchful care of every one of the essential "U. S." products now in your possession. Whatever is worn beyond use turn in for scrap. When peace comes we will manufacture again for civilian use such famous "U. S." trade-marked products as: Gaytees, Koyalon Mattresses, Pe-ko Jar Rings, U. S. Laytex Wire, U.S. Royal Master Tires, and "Lastex", the miracle yarn.

Rockefeller Center



New York

UNITED STATES RUBBER COMPANY

JOLLY JEFFERS

Rubber czar loves to dress up, act, smile & pose for pictures

On this and the following pages are pictures of a completely happy man, William Martin Jeffers, the new Rubber Administrator. Rags-to-riches, Horatio Alger careers like that of Bill Jeffers, who rose from office boy to the presidency of Union Pacific Railroad, breed strong leaders. But too often these leaders become so engrossed in their work that they lose the common touch. They forget that the people always love best and trust most the great men who are not afraid to make fools of themselves in public.

The roly-poly, red-faced executive from Omaha has never permitted the dignity of his office to interfere with his flair for acting, for dressing up in silly costumes, for enjoying himself on insignificant and important occasions alike. Not even his recent appointment to the tough task of Rubber Administrator (LIFE, Sept. 28) has rubbed out his infectious, ready smile. In war-worried Washington, Bill Jeffers will probably continue to be the same merry answer to a photographer's prayer that he was in Omaha when he played Santa Claus for his employees (below) or strode down the main street with a drum majorette.



DRESSED IN RICH BROCADES, JEFFERS MAKES STATELY ENTRANCE AS KING OF AK-SAR-BEN, OMAHA'S GREAT BALL



Bewhiskered Santa Claus at the Union Pacific's annual employees' Christmas party is really rotund, twinkly-eyed Bill Jeffers. The girl with him is Gwen Sachs, 1940 Ak-Sar-Ben queen.



"Big Chief Iron Horse" was appropriate name bestowed on Jeffers by a tribe of Sioux Indians as part of ritual that marked Omaha's celebration of "Golden Spike Days" in 1939.



Swiss influence is noted in hat Jeffers chose to wear for this postcard pose with Mrs. William Sinek at Sun Valley.



High-stepping with a majorette and Pennsylvania R. R.'s President M. W. Clement, Jeffers celebrates 50 years of railroad work.



At Ak-Sar-Ben, ex-King Jeffers in knee breeches marches in parade. Ak-Sar-Ben is "Nebraska" spelled backwards.

CONTINUED ON PAGE 66



*There is no dishwasher
in a bomber's crew*



1. The best way to eat in a bomb shelter! As the British know, the safe, practical way of mass feeding in emergencies is to use single-service paper utensils. Millions of paper cups and containers went to Britain during the bombing. Cities here are storing millions right now—just in case.

Why wartime and public-health needs for paper cups and containers *must* come first

MEN IN A BOMBER have to eat and drink—they're often in the air for hours on end.

And there's no place in a plane for dishes. They weigh too much—they take up too much space—they shatter into dangerous fragments under fire.

So—paper cups and containers are going into bombers, PT boats, almost all fleet units. Equally important, they are playing a vital part in the protection of public health in lunch rooms, fountains, and other public eating places, in schools, offices, war plants.

So far the Cup and Container industry is meeting every demand. But if the time ever comes when demand exceeds plant capacity, you will, naturally, be glad to give up purely "convenience" uses at home for essential ones like these:



2. Protecting Public Health! Last war, a "Flu" epidemic killed hundreds of thousands of Americans—kept multitudes of civilians from their wartime jobs. And "transmission through eating and drinking utensils" was reported by authorities as one of the causes for the rapid spread of the disease. Paper cups and containers are helping to prevent anything like that in *this* war. And of course you'll help too—by not complaining if you find paper cups are going to the Army and Navy, to schools, offices, public eating places, and to war plants and other factories *first*!

**The Public Health Committee
of the Cup and Container Institute**

The Cup and Container industry is operating at full plant capacity. In contributing its share to the war effort, it uses a minimum of critical materials, manpower, and transportation.



"What they see... they GET!"

"*WHAT* you see, you get"—for many years a tradition with owners of FILMO personal movie equipment built by Bell & Howell—assumes a new and tremendously important wartime meaning. The fraction of a second can be the difference between victory and defeat in today's high-speed combat. Our fighting men must be better trained and better equipped than ever before.

Motion pictures are proving indispensable to both tasks. Men in training learn faster through motion pictures—because *what they see, they get*. In combat, each engagement recorded by the eye of the camera and re-enacted on the screen proves achievement and provides the key to building better weapons.

The craftsmanship of Bell & Howell which made "*what you see, you get*" an honest slogan, is now providing our fighting men with the finest motion picture equipment and sighting devices American skill can devise.

Bell & Howell Company, Chicago; New York; Hollywood; Washington, D. C.; London. Established 1907.

MOTION PICTURE CAMERAS AND PROJECTORS



PRECISION-MADE BY

Bell and Howell

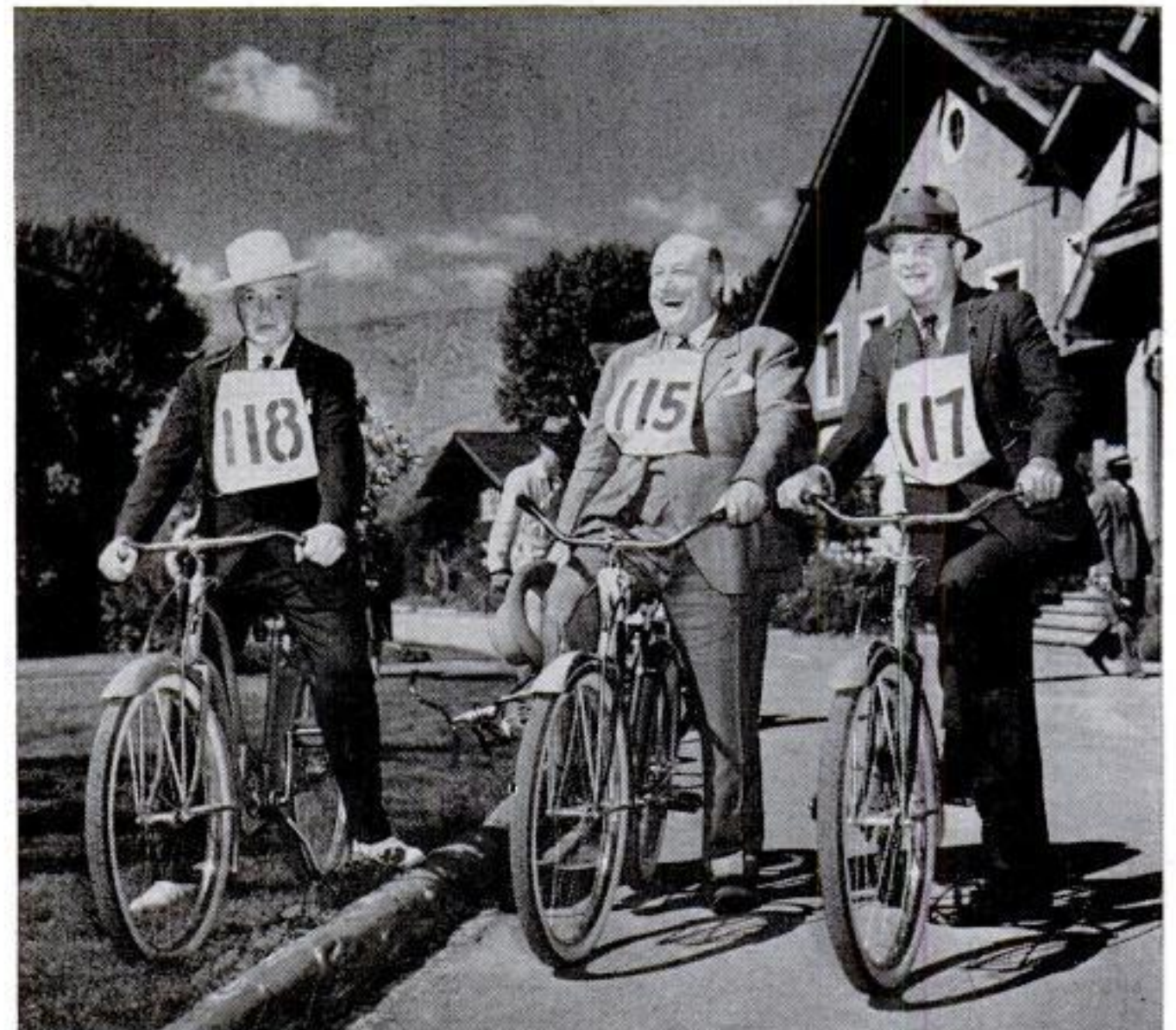
Bill Jeffers (continued)



Down Omaha's main street Bill Jeffers and W. Averell Harriman, U. P. board chairman, ride in state to help ballyhoo the world premiere of the movie, *Union Pacific*.



With his wife, Bill Jeffers dresses up in a striped U. P. engineer's cap for a "Back-to-the-Rail" banquet held at Council Bluffs in 1939, where he was guest of honor.



At Sun Valley in 1940 Jeffers poses before start of a bicycle race. With him are two good friends, Western Union's Newcomb Carlton (118), U. P.'s F. W. Charske (117).

CONTINUED ON PAGE 68



Stanley Jones
 Prided himself on having a
 Strictly logical masculine mind.
 Stanley heard, for example, that Postum
 Is drunk by many people who cannot drink coffee.
 Therefore, reasoned logical Stanley,
 Postum must be a "coffee substitute";
 Postum must *taste like coffee*.

Now, Stanley Jones did not care for substitutes;
 He did not like to drink something that
 Tastes like something else.
 Therefore, he, Stanley Jones, decided he
 Would not care for Postum.

Period.

Paragraph.

Stanley's wife, on the other hand,
 Operated more on the basis of
 Her woman's intuition.
 Hearing that millions of people drink Postum,
 She simply decided to try it herself.
 Which she did,
 Without any attempt at being logical.

Well!

Mrs. Jones discovered that Postum
 Is a perfectly swell hot meal-time drink,
 That doesn't taste like coffee
 Or any other drink.
 She discovered that Postum
 Has a rich, full-bodied, satisfying flavor
 All its own.
 She discovered that Postum, in two words,
 Is *downright delicious*.

Well!

"You and your logic!" she said to Mr. Jones.
 "Postum is no coffee substitute.
 It doesn't even *taste like coffee*.
 In fact, Postum tastes no more like coffee
 Than coffee tastes like tea.

"Why don't you be illogical for once
 And try it?
 Particularly, since
 The shortages of tea and coffee
 Are getting rather serious."

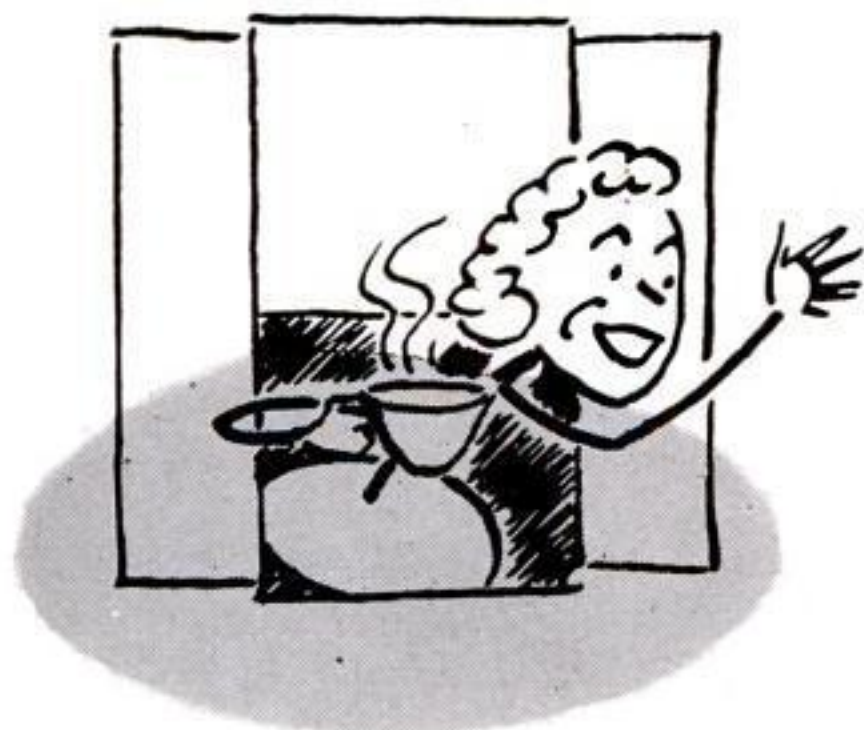
So
 Stanley Jones, after considerable hemming and hawing,
 Put his logic in his pocket
 And tried a hot, steaming cup of Postum.

Whereupon, Mr. Jones smiled cheerfully, and said:
 "Let us pursue this subject no longer.
 Just pour me another cup of Postum."

THE END

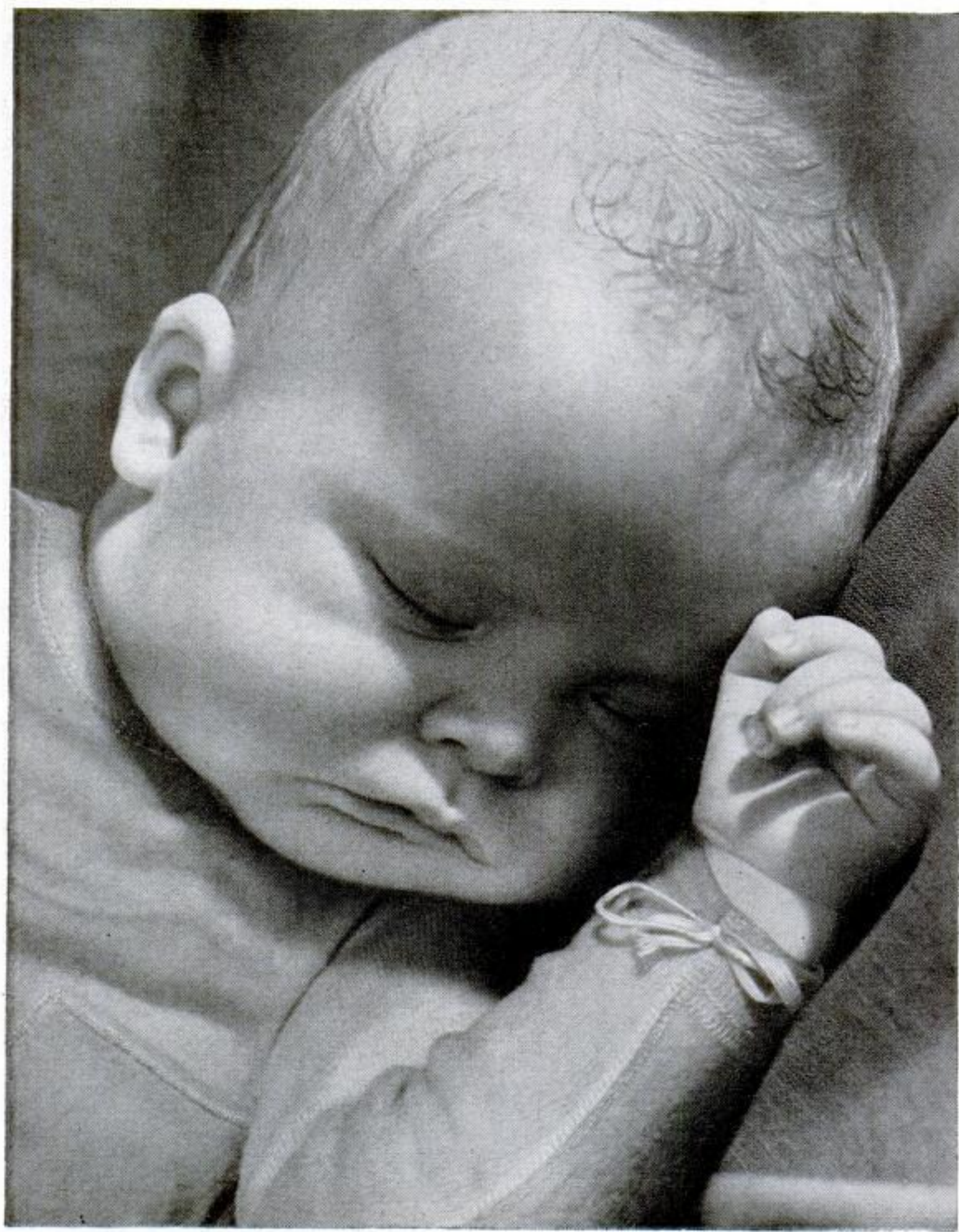
P.S. Postum is a fine drink for all the family, even the children,
 Since it contains no caffeine, no stimulant of any kind.
 Costs less than 1/2 cent a cup.
 Try Postum Cereal, the kind you boil or "perk."
 Or Instant Postum, made instantly in the cup.

★ Listen to The Aldrich Family, Thursday nights
 over NBC Network. One of America's
 great radio programs, sponsored by Postum.



POSTUM—ONE OF AMERICA'S THREE GREAT MEALTIME DRINKS





Gone for the day!

You'll sleep soundly, little man, in the cozy softness of your HANES Merrichild Sleeper.

For these garments are made from extra-quality cotton and are warm and comfortable—especially important where house temperatures are lower. They also protect children from neck to toe against exposure from kicked-off covers. Smooth, flat-locked seams won't irritate and awaken children. Double-sole for extra wear.

You'll appreciate the wonderful

values they offer. HANES, the makers of the nationally popular HANES Underwear for men and boys, can also knit these quality garments for moderate prices.

The romping youngsters below show you the wide variety of Merrichild styles. Made in pink and blue—in pleasing pastel tints. Buttons or snap fasteners. Shop at your leading store—for *your children's sleep!* The P. H. Hanes Knitting Company, Winston-Salem, North Carolina.



- A One-piece suit. Elastic seat for self-training.
- B Two-piece suit.
- C One-piece button-back suit.
- D One-piece button-front suit.



Merrichild
SLEEPERS

FASHIONED BY THE MAKERS OF FAMOUS HANES UNDERWEAR FOR MEN AND BOYS

Bill Jeffers (continued)



In a beaver hat jolly Jeffers beams approval on Omaha's "Golden Spike Days," four-day Hollywood-inspired celebration recalling the completion of the U. P. in 1869.



At University of Wyoming, the office-boy-to-president head of the U. P. looks pretty pleased after receiving an honorary degree during the 1939 Commencement exercises.



Ready for business but still smiling, Bill Jeffers steps out of the plane which sped him to Washington when he took over the serious problems of the U. S. rubber shortage.



KAY BANCROFT, of Connecticut, an airplane spotter in the Air Warning Service. Kay mans her station on a hilltop overlooking Long Island Sound. On the radio beam between Boston and New York, she reports every inland and coastal plane, seen or heard. A time record is made of each observation . . . "Army Flash"—First Interceptor Command—is immediately informed by telephone. "My Elgin is always with me," Kay says.

Hour by hour she stands guard above the Connecticut coast

She works for Victory on Elgin time

★ ELGIN ★

Greatest Name in American Fine Watchmaking since 1865

FOR many "Kay Bancrofts" at their air raid posts . . . for thousands of men engaged in actual fighting—the vital element of *time* is being supplied by accurate, star-timed Elgin watches.

But fine watches are only part of Elgin's contribution today. There is also need for special American-made precision instruments and timing devices for planes, tanks, ships, and guns.

Elgin, on government orders, is now turning out an important share of this material. For here in Elgin's great factory are to be found the finest

scientific facilities coupled with a craftsmanship developed through four generations.

FEWER ELGINS FOR CIVILIANS! At present, Elgin watches for civilians continue to be available at most jewelers. Each is a splendid example of Elgin's famous tradition for accuracy, for beauty, for fine design.

If you find your choice of these watches is limited, please remember Elgin has "joined up." Until victory is achieved, America's war requirements will continue to be Elgin's first concern.

ON BOTH FRONTS TODAY—ELGIN SERVES!

For men and women serving at home: *Lord and Lady Elgins, Elgin De Luxe watches, professional models for doctors and nurses, railroad and transportation watches, and other fine Elgin timepieces.*



For the exclusive use of the armed forces: *navigation watches, stop watches, aviation clocks, tank clocks, service watches, chronometric tachometers, compasses, time fuzes for shells, jewel bearings, special timing devices for naval and aviation use.*



15-jewel Elgin. Sweep-second hand.



Elgin Navigation Hack Watch for Army Air Corps.



DANIEL BOONE'S FARM is in the Femme Osage Valley whose pretty fields and soft hills are typical of much of Missouri.

Boone owned the farm until 1815 when he sold it to pay off creditors. Since his wife had died, the old hunter never settled

down again. Sometimes he stayed with his sons, but mostly he was out hunting and trapping until he died in 1820, aged 86.

MISSOURI

NEW MURALS SHOW ITS HISTORY

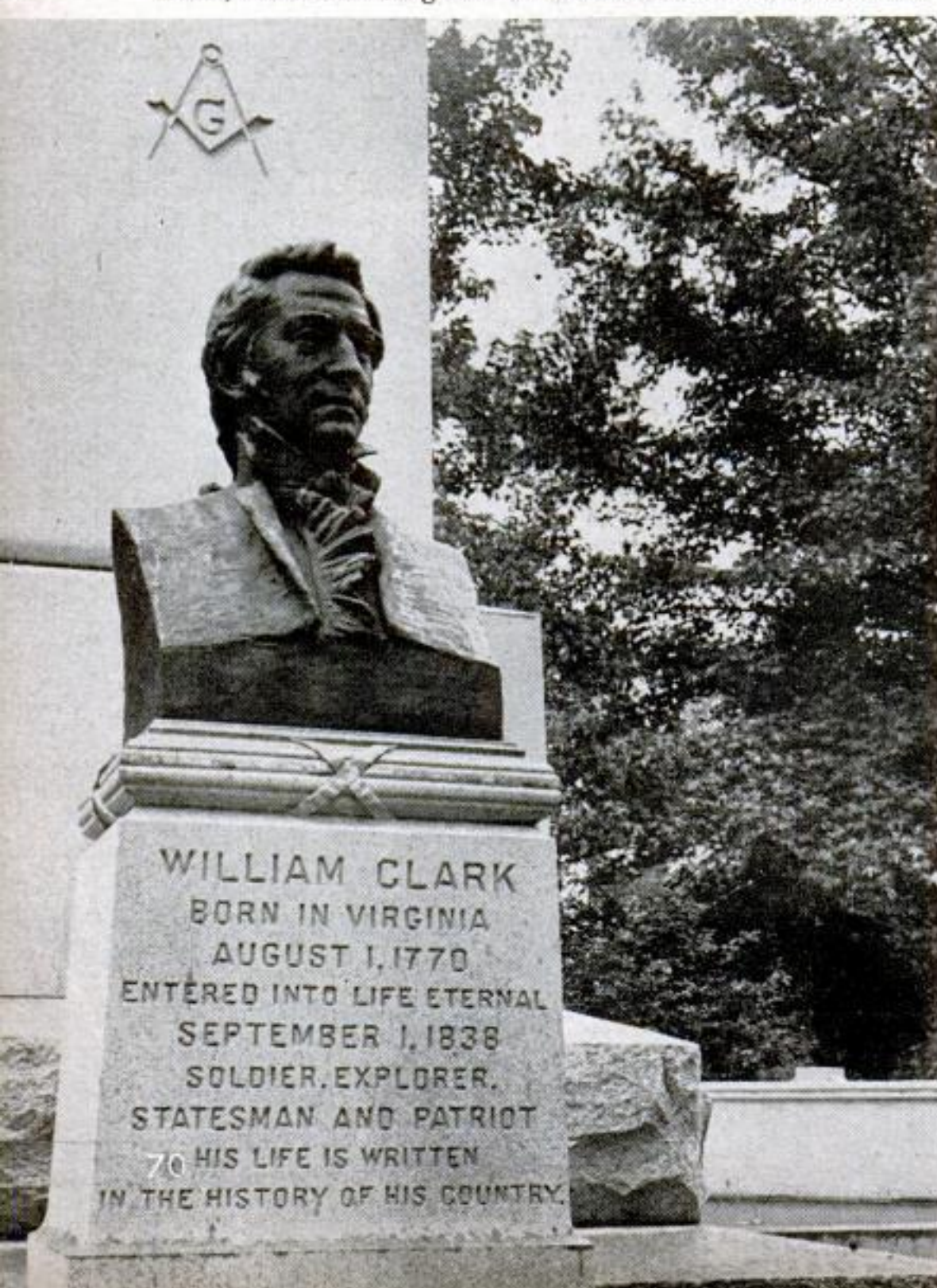
America knows Missouri for its mules, which are the stubbornest in the country, and for its hound dogs, which may be the smartest in the country, and for its corn cob pipes, which are practically the only ones made in the country. But America does not know Missouri for its history. Yet for 250 years the history of America has crossed and recrossed this big Midwestern State. History came down the Mississippi with the first Jesuit priests and paddled up the river with the Spaniards and French. It went up the brown Missouri River with the *voyageurs* and with Lewis and Clark exploring the great Northwest. It came into Missouri with the restless pioneers from Kentucky, with the free farmers from the East and the slaveholders from the South. It plodded across the State in emigrant wagons and from Missouri jumped off west-

ward along the Santa Fe and Oregon Trails. It exploded in bloody battle when the people, half Northern and half Southern, clashed in civil war.

In the post office in St. Louis there is a big new reminder of Missouri's history. In the lobby Edward Millman and Mitchell Siporin recently finished a nine-panel mural history of the State, which is reproduced on the following pages. Millman and Siporin, whose work is on exhibit now in New York City's Downtown Gallery, were paid \$29,000 for their work, the largest single mural commission ever awarded by the U. S. Section of Fine Arts. It took almost three years of research, planning and painting to finish the job.

All of Missouri is filled with signs of the history that the murals tell. Even the talk of the people, which is neither so sharp as Eastern talk nor so soft as Southern, carries clear traces of the past. Around Ste. Genevieve in the southeastern part of the State, most of the people still talk a Creole dialect left over from their French ancestors. Along the Missouri River, descendants of German settlers mix old-fashioned German words with their English. Some of the Ozark hill folk still use Elizabethan words brought west from the Kentucky mountains. But all Missourians, who for reasons never definitely determined bear the curious nickname of "pukes," agree in one pronunciation. Whenever they say "Missouri," they all pronounce it "Mizsoura."

MISSOURI'S GREAT EXPLORER William Clark, buried in St. Louis, was territorial governor of Missouri from 1813 to 1820.



MISSOURI MISHAP brought death to William Dugan, buried in St. Charles. Missouri mule kicked Dugan and killed him.



MISSOURI'S GREATEST STATESMAN, Thomas Hart Benton, great advocate of expansion, was a U. S. Senator, 1820-1850.





DISCOVERY AND COLONIZATION

The French explorers came down the Mississippi River looking for the Northwest Passage, for precious metal and for furs. They did not find the Passage and, instead of gold and silver, they found only lead which they

began to mine at Ste. Genevieve around 1750. But the land was rich with furs and the voyageurs, paddling up and down the rivers, traded busily with the Indians (*center*). In 1763, Pierre Laclède, who stands in the group at right along with Mme. Chouteau and her son Auguste, went up near the Missouri's mouth and there established the fur-trading post of St. Louis.



GEORGE ROGERS CLARK AND DANIEL BOONE

The territory passed to Spanish rule and during the Revolution the Spaniards aided George Rogers Clark in conquering the Northwest. In 1780, Clark (*with sword, near center*) and the Spaniards beat off a British attack on the stockaded post

of St. Louis. In 1799 Daniel Boone (*with gun, at right*), who was too careless with titles and taxes to hold the Kentucky lands he colonized, came to Spanish Missouri where he was given land and was made a judge. He was 65 when he arrived.



THE TERRITORY OF MISSOURI

In 1803, after Napoleon had taken back Louisiana Territory from Spain, Jefferson bought it for U. S. At St. Louis in 1804, Colonel Rufus Easton opened a post office. He stands at left receiving mail brought across river

on flatboats crowded with American settlers and slaves (*center*). At St. Louis on March 9, 1804, Capt. Amos Stoddard (*far right*), as agent for France and U. S., received the upper territory from Spanish officials who had never formally transferred it to France. The Spanish flag was lowered, the French flag raised. Then the French flag came down and the U. S. flag went up.



STRUGGLE FOR STATEHOOD

At left of panel across the top of these two pages is a group of men—John Rice Jones, David Barton, Henry Dodge, Alexander McNair,

Edward Bates—who were prominent in the constitutional convention which drew up a State constitution in 1820. In 1821, after a long dispute which was settled by the Missouri Compromise, Missouri gained statehood as a slave State.

In panel's center is Joseph Charles, publisher of *Missouri Gazette*, first newspaper west of the Mississippi. At right (*opposite page*) is the stagecoach which helped to open the State, and the pious pioneers who settled the frontier.





PRE-CIVIL WAR MISSOURI

In the panel across the bottom of these two pages the coming civil struggle is foreshadowed. At left, Supreme Court Justice Roger B.

Taney declares that the Missouri Compromise is unconstitutional in the famous decision refusing Dred Scott (*kneeling*), slave of an Army doctor, his freedom. In center is Missouri's great Senator Thomas Hart Benton who, be-

cause he held the Union more important than his pro-slavery constituents, lost his seat in the Senate after serving 30 years. At right some Mormons, who hoped to find a Mormon Zion in Missouri, flee the wrath of hostile Missourians.





THE RIVER

While the State struggled over slavery, commerce went flooding along the rivers. Down the Missouri and Mississippi floated big flatboats—awkward oblong arks about 100 ft. long with a capacity of as much as 70 tons. Piled high with goods, they rode along on the current, guided by the roisterous rivermen who

had to get the boat past shoals, snags, Indians, river pirates. As they went along, the boatmen listened to the interminable river chanteys sung to twangy banjos. At river landings they heard the sad songs of the black stevedores. Flatboats went only down-river. Upstream, the steamboat came into use. Soon the steamboatman replaced the flatboatman as a romantic river figure.



THE CIVIL WAR

Missouri's bitter differences on slavery spilled over into Kansas where pro-slave Missourians flocked to vote illegally for a pro-slave State. During the violent border wars, bearded John Brown of Kansas (left) killed five pro-slave settlers. Missouri's legislature literally split, part going off to vote

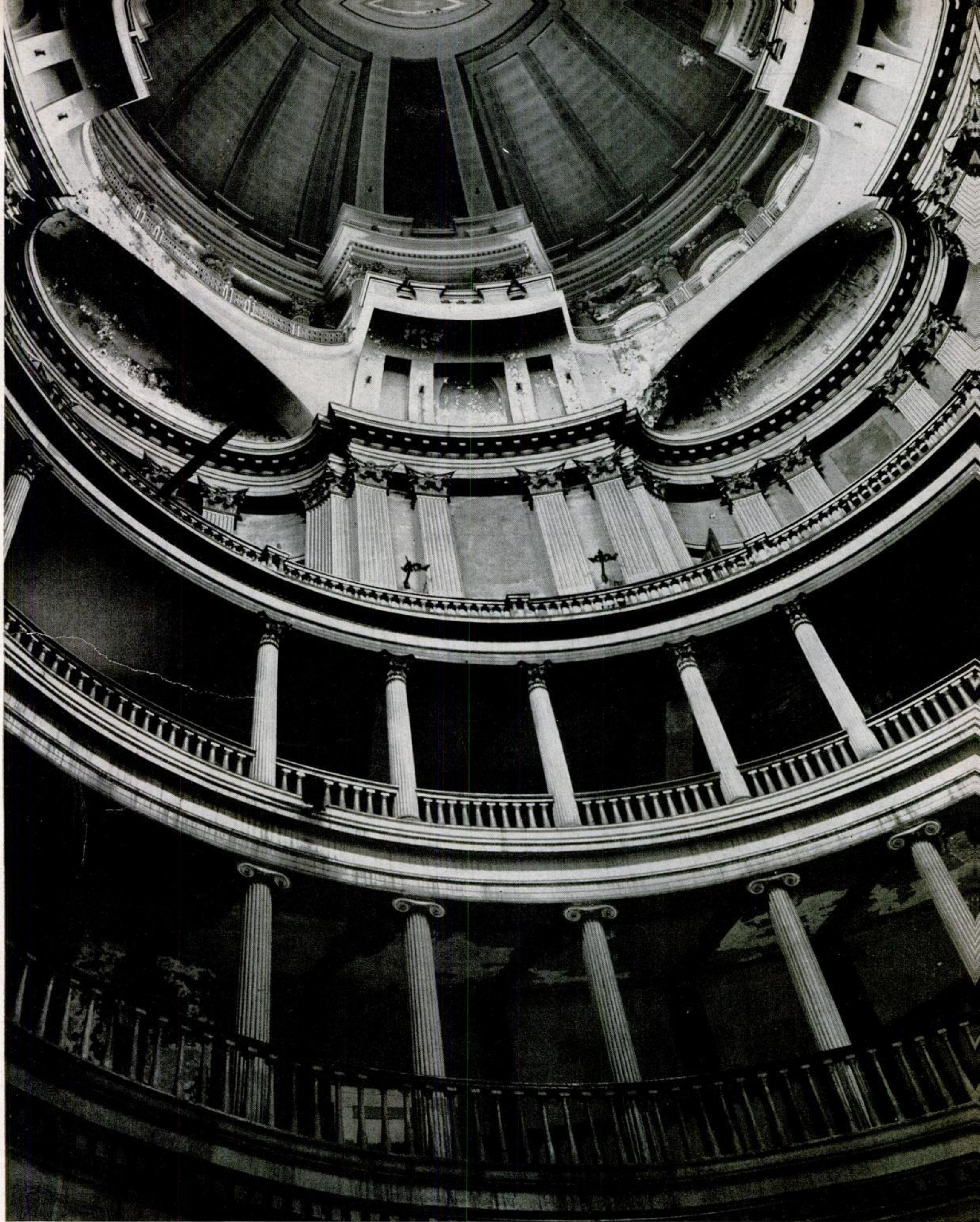
for secession while the rest stayed loyal to the Union. Among the Confederate leaders were Governor Claiborne Jackson and General Joseph Shelby (center). During the war, Confederate Missourians fought Union Missourians in more than 1,000 battles and skirmishes. The Union, led by Generals Franz Sigel, Nathaniel Lyon and Francis P. Blair (right), eventually won out.



POST-WAR PERIOD: RECONSTRUCTION

In 1863, Confederate guerrilla raids so enraged Union General Thomas Ewing that he issued his famous Order No. 11, which commanded the evacuation of all residents in the troubled bor-

der counties and tore innocent families from their homes. After the war, the terrors of carpet-bagging reconstruction were spared Missouri. The railroads began to stretch across the State and Missouri's lively culture began to thrive. At right are four great Missouri cultural figures: Mark Twain, Artist George Caleb Bingham, Statesman Carl Schurz, Educator James S. Rollins.

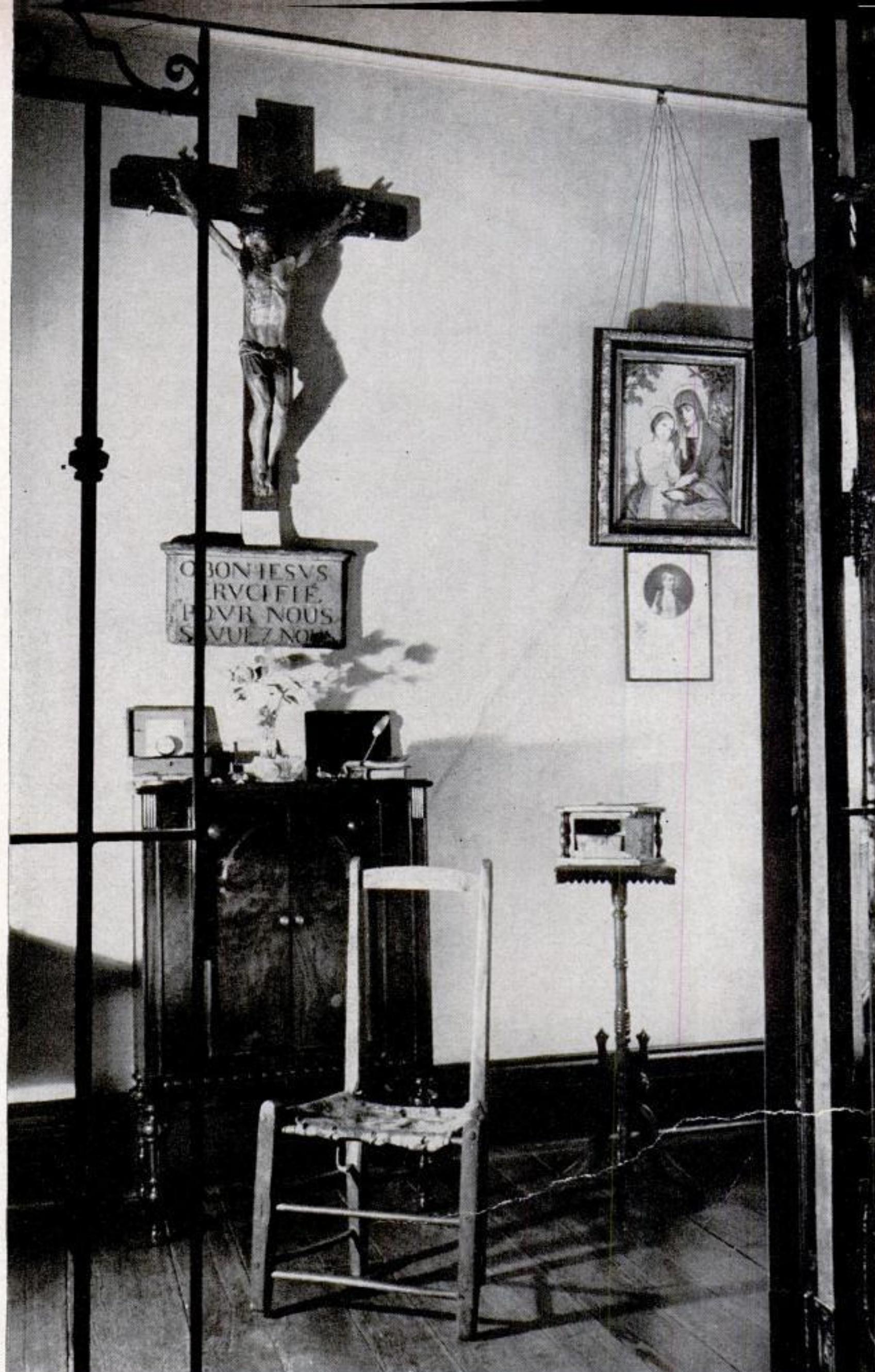


THE OLD COURTHOUSE IN ST. LOUIS has a magnificent rotunda and a historic past. In the 1840's, Henry Clay attended court in the half-finished building, and in 1846 held a sale of his large Missouri land holdings at a courthouse entrance. Ulysses S. Grant came to the courthouse in 1859 to apply for the job of St. Louis County engineer, which he did not get, and to free the

only slave he owned. In this court in 1847, Dred Scott, a slave, sued for his freedom. He lost and the case went to the U. S. Supreme Court which refused to free him and declared unconstitutional the Missouri Compromise, base for the whole free-vs.-slave balance of power. In the crash of the Compromise there could be heard the deepening rumble of coming civil war.



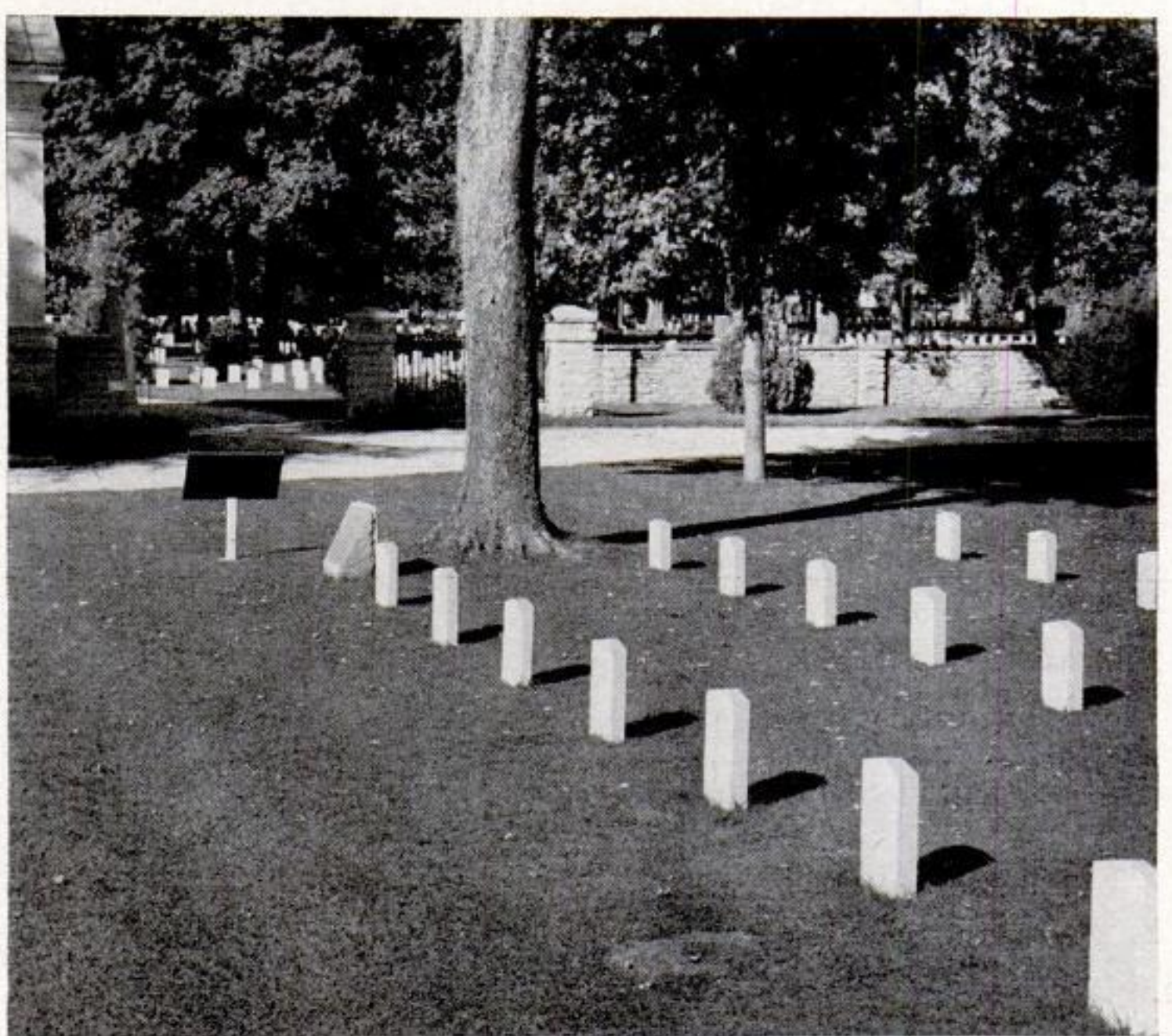
THE OLD CATHEDRAL OF ST. LOUIS OF FRANCE was built on spot where, in 1764, the first Catholic mass in St. Louis was celebrated. There was no church then but six years later a log church was built, now replaced by this edifice. Catholics built Missouri's first churches.



A MISSOURI SAINT lived here in Sacred Heart Convent in St. Charles. This is the room and furniture used by Mother Duchesne who came to U. S. in 1818, did noble missionary work among the Indians. Beatified in 1940, she now awaits canonization and official sainthood.



THE PONY EXPRESS had its eastern terminal in these stables in St. Joseph. Service was started in 1860 and the average time for 2,000-mile trip was ten days. The Pony Express was romantic and exciting. But after only 16 months the telegraph put it out of business.



NATIONAL CEMETERY in Springfield is only cemetery where graves of Union and Confederate soldiers adjoin. On this side of the fence are Confederate dead. On the other are Union. There was once solid wall between but, over protests of bitter-enders, it was broken through.

CONTINUED ON PAGE 73



SHE'S AN ADORABLE HONEY-BLONDE—WITH A FRESH-AS-WILD-ROSES COMPLEXION



Jane's Precious Engagement Ring is dear and sweet like herself. A Tiffany setting of gold holds the clear, sparkling diamond that once belonged to her fiancé's grandmother.

DAINTY JANE DRURY

of Leominster, Massachusetts—engaged to Loring Harkness, Jr., of New York and Connecticut. Loring was preparing for a teaching career—but, like so many boys now, he's working in a defense plant until the Army calls him.

Adorable, modern daughter of a distinguished old New England family, Jane is a Mount Holyoke girl—Class of '42. Like her fiancé, she plunged right into war duties after college. She works like a little beaver at her Civilian Defense job, and nearly dances her feet off each week "hostessing" at U.S.O. parties for boys on leave.

Wherever she goes, Jane has compliments about her lovely complexion. "I tell all the girls just to use Pond's Cold Cream," she says, "then they'll see why I say it's so 'super'—and makes your skin feel so soft and spandy clean."

Copy Her Soft-Smooth Complexion Care

First—Jane smooths Pond's Cold Cream carefully over her face and throat—pats with gentle finger tips to soften and release dirt and old make-up. Tissues off well. Next—she "rinses" with more Pond's for *extra* cleansing, and softening. Tissues it all off again.

Use Pond's Cold Cream as Jane does—*every night*—for quick daytime clean-ups, too. You'll see why war-busy society women, like Miss Fernanda Wanamaker and Mrs. Allan A. Ryan, praise this soft-smooth cream—why more women and girls all over America use Pond's than any other face cream. Ask for the *larger* sizes when you buy Pond's Cold Cream—you get even *more* for your money. Popular in price, at beauty counters everywhere.

She's Engaged!

SHE'S LOVELY! SHE USES POND'S

For Engaged Hands

lovely new Pond's Lotion
(Danya)



Pearl-glowing creaminess blended to—
•soften hands in one application
•give busy hands a whiter, sweeter look
•relieve irritated chapping quickly



They love to look at Jane!

Loring and Jane with two Army friends on leave. There's always a "sweet-as-a-pink" look about Jane—and the boys certainly like it! One reason she's so pretty is her flower-fresh complexion. She gives Pond's lots of credit for helping to keep her skin so softly smooth.



IT'S NO ACCIDENT SO MANY LOVELY ENGAGED GIRLS USE POND'S!

Boys! Here are your "Flexible" Shoes now going so big with men-

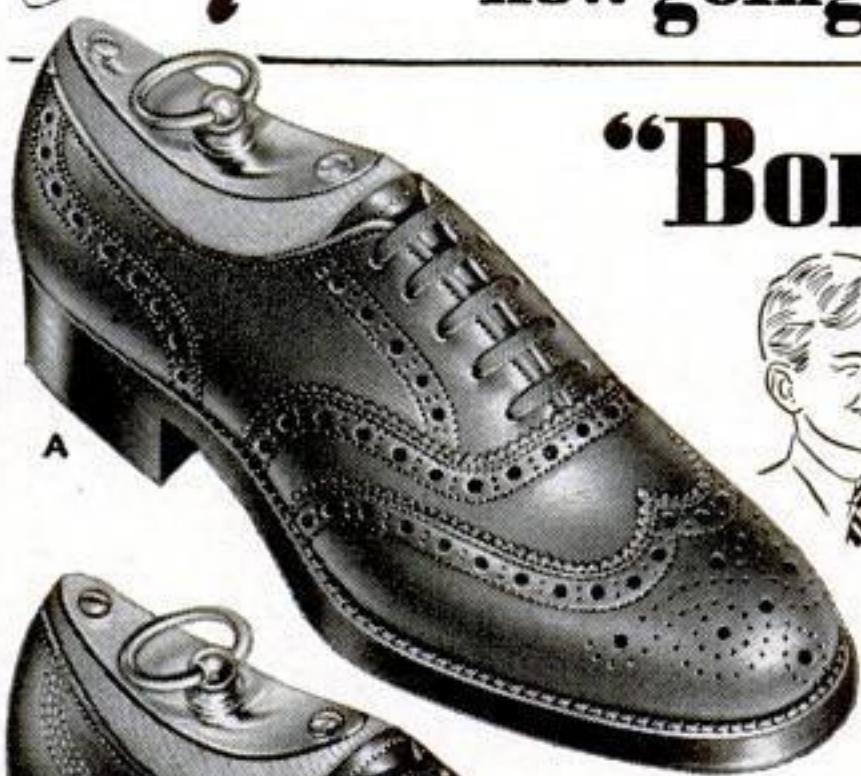
"Bombardiers" by Buster



Boys, for rugged afraid-of-nothing looks in comfortable, flexible shoes, see these new "bombardiers".

They have the hand-flexed soles, the meaty leathers and the "McCoy" designs that have made these the leading styles for fall with men at college and men in business.

Don't forget—they're actually men's shoes in boys' sizes. BROWN SHOE COMPANY, Manufacturers, St. Louis.



A—Smart, New Wing-Tip. Burnished Antique Finish. Hand-Flexed, E365-1.

B—Popular Moccasin Design in Mid-Toned Brown Gola Leather. Hand-Flexed, E373.

C—Blucher Style in Hand-Stained Heather Grain Leather. Double-Sole. Hand-Flexed, E307.

See these and the many other styles at the Buster Brown or Robin Hood retailer in your city.

SIZES 1 to 6
BUSTER BROWNS \$5 to \$6
ROBIN HOODS \$3 to \$4.50

BUSTER BROWN

MEN'S STYLE SHOES FOR BOYS

Also shown in ROBIN HOOD SHOES
and BUSTER BROWN OFFICIAL BOY SCOUT SHOES

MISSOURI (continued)



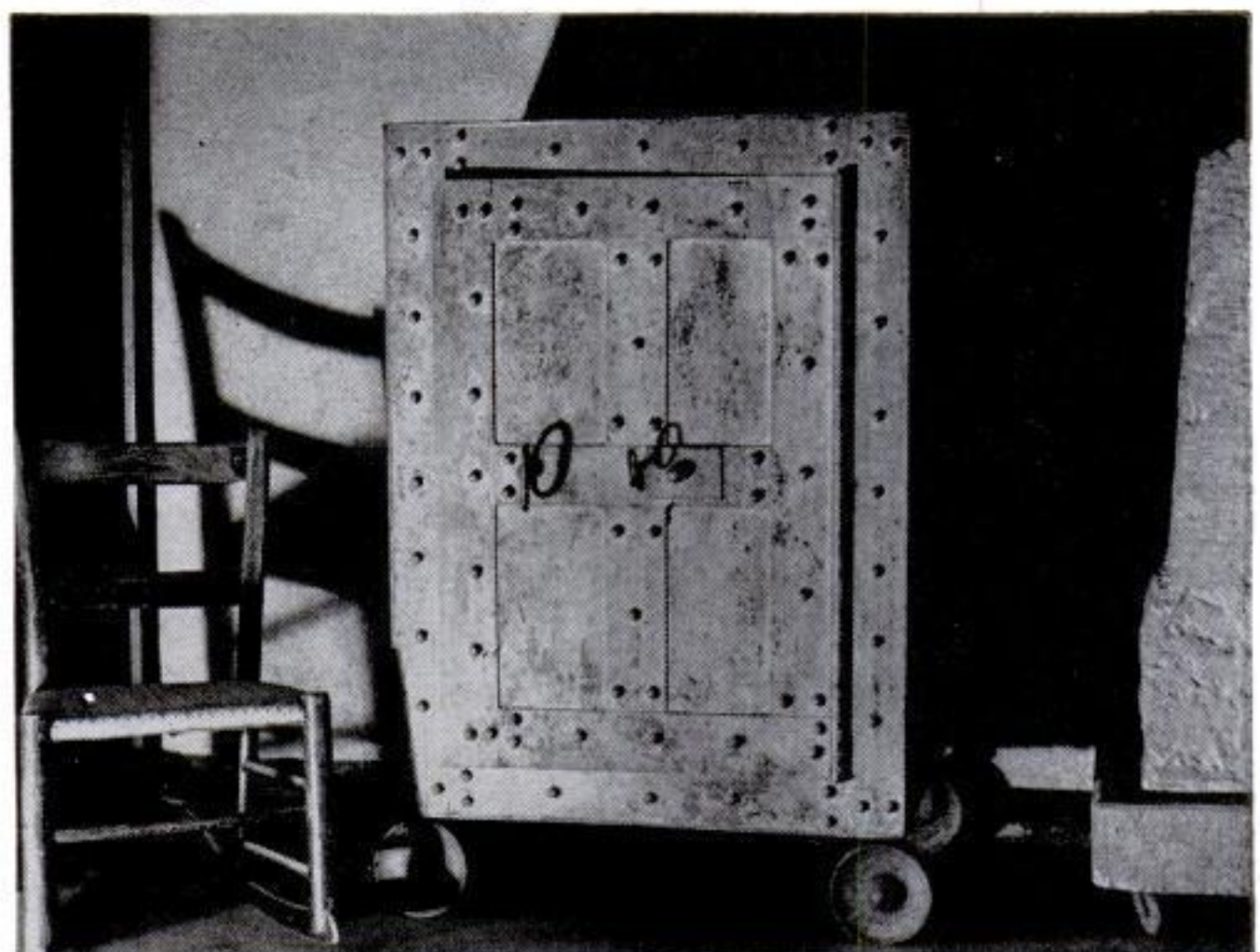
PIOUS MOTTO AND OLD SADDLE HANG IN JESSE JAMES'S PARLOR

JESSE JAMES

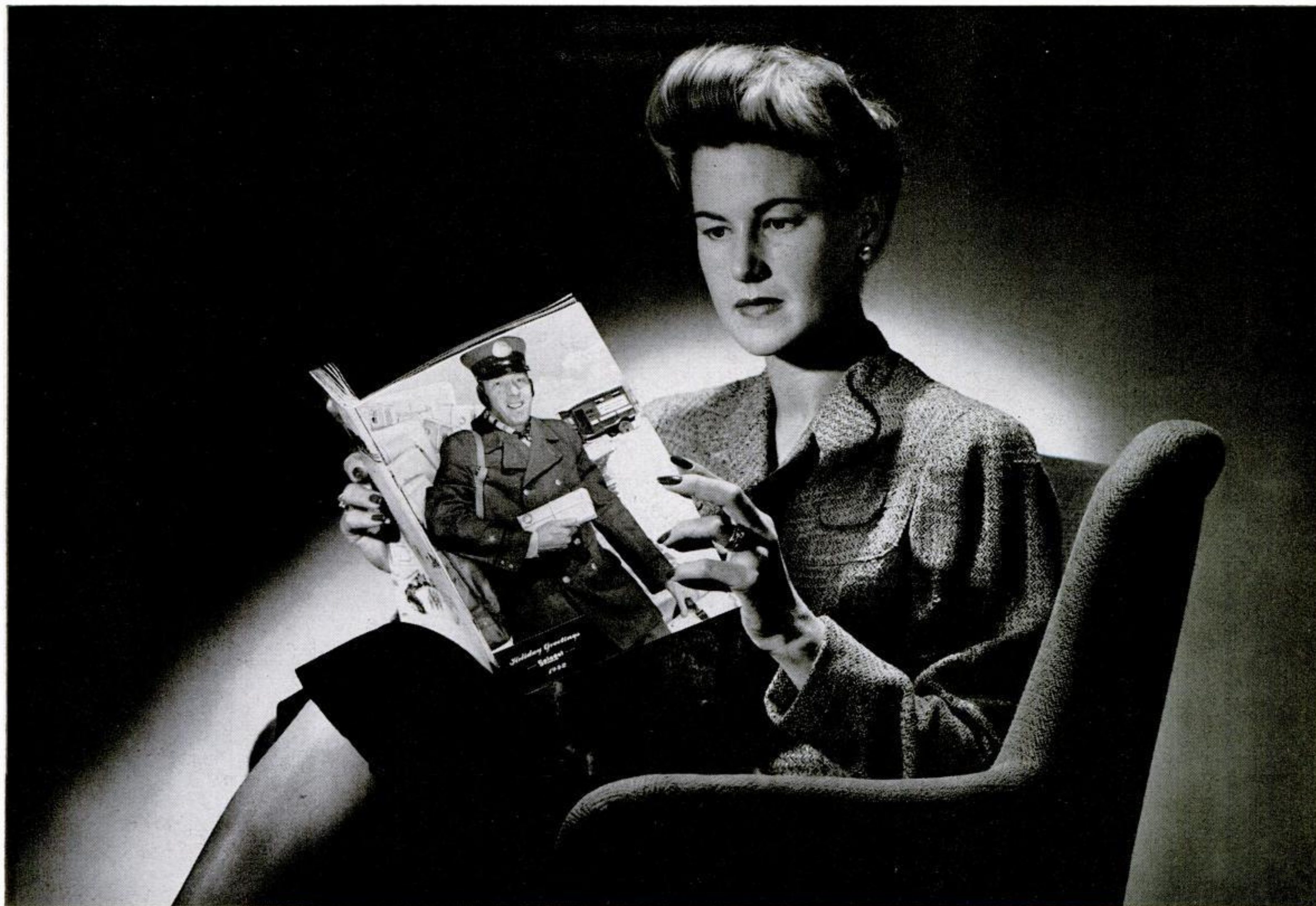
Jesse James is not exactly a Missouri hero but the State is full of mementos of his lawless life—houses he lived in, banks he robbed, caves he hid in. Born on a Clay County farm, James started his life of violence as a Confederate guerrilla in the Civil War, went on to a spectacular career of banditry. Finally he tried to settle down peacefully in St. Joseph as a Mr. Howard. But in 1882 his former associates killed him to get a \$10,000 reward. The house in which the famous bandit was killed still stands in St. Joseph. It is owned by an undertaker who also runs a gasoline station.



HOUSE WHERE JESSE JAMES DIED was moved here from its original location. Anyone buying gas at this station gets into the house free. Otherwise admission is 15¢.



SAFE THAT JESSE JAMES ROBBED in holdup of Ste. Genevieve Savings Association Bank on May 26, 1873, is now an exhibit in the Ste. Genevieve Historical Museum.



MORE AND MORE...

AMERICA IS SHOPPING BY MAIL

**THIS YEAR...DO YOUR SHOPPING EARLIER
WITH SPIEGEL'S BIG CHRISTMAS CATALOG**

Habits change with changing times.

Today... shopping by mail... is becoming a national habit. It meets the country's demand for conservation. It saves time, tires and gasoline.

America is discovering that it's not only *smarter* to shop by mail—it's *thrifter*, as well.

To help you do your shopping earlier this year, you are invited to send for Spiegel's Big Christmas Catalog.

It's a fascinating book—full of quality merchandise.

There are choice gifts for everyone on your list, as well as smart wearing apparel, toys, home needs and sporting goods. You'll find many articles that are no longer being made and are hard to get elsewhere.

Buy for Cash at Spiegel's.

Send for this wonderful Christmas Catalog—do your shopping leisurely, from the comfort of your home. Your purchases will be delivered right to your door.

Mail coupon today to get catalog immediately.

SPIEGEL
CHICAGO ILLINOIS



*You are Cordially Invited
to send for a copy of
Spiegel's
Big Christmas Catalog*

KINDLY WRITE NAME AND ADDRESS—
MAIL TO SPIEGEL, INC., CHICAGO

Name _____

Address _____

City _____ State _____

F35



GOSH! I NEVER KNEW GRAPES HAD ANCESTORS!



Of course Virginia Dare's aroma and bouquet are different—because Virginia Dare grapes are different—unique in the world!



The Great Mother Vine, almost 350 years old. First used to make VIRGINIA DARE WINE over a century ago.



Not a drop of VIRGINIA DARE is bottled until after thorough aging and mellowing in gigantic oak casks, following the century-old Garrett family tradition.



Virginia Dare is the one great American wine made by the careful, painstaking methods of the famous vintners of the Garrett family.

LATER —



The more people know about wines, the more they like Virginia Dare. It is always good taste, no matter what the occasion.

VIRGINIA DARE has a refreshing, unique "all its own" taste. It belongs to no other wine family but Virginia Dare itself. There is no other wine in the world like it—not too dry, not too sweet, not too heavy, and not too light. Try a bottle!

SAY IT AGAIN
VIRGINIA DARE
GARRETT & CO., INC., Brooklyn, N.Y.



MISSOURI (continued)



"TOM SAWYER'S HOUSE" IS ON HILL STREET NEAR THE RIVER

TOM SAWYER

Tom Sawyer didn't really live in Hannibal, Mo., or anywhere else. But Hannibal is full of him. House where Samuel Clemens, Tom's creator, lived is known as Tom Sawyer's house. Fence next to it is labeled as the one that Tom duped his friends into whitewashing. The house across the street where Sam Clemens' friend, Laura Hawkins, lived is called Becky Thatcher's house. Around the corner a plaque marks, as the site of Huck Finn's home, the place where Tom Blankenship, model for Huck, lived.



TOM SAWYER'S ROOM in house is where Sam Clemens probably slept. On the table are door knob, marbles, other booty Tom collected in fence-whitewashing incident.



AUNT POLLY'S PARLOR is primly furnished with articles from Hannibal homes. Unlike Tom, Sam Clemens had mother and father. Father was an unsuccessful lawyer.

"You're in for a terrific run-around!"



1. SHE: When they see this ragamuffin's delight *you* call a hat, you'll be tossed about like a sack of second-class mail.

HE: But I like that hat. Have for years. You're always trying to separate me from it. Lay off it, will you?



2. SHE: What your head needs is a good cocky hat at the Victory angle. Or do you *insist* on looking like a dollar-a-year man living on his salary?

HE: All right! I'm putty in your hands, but remember—it's only because that Stetson "Vita-Felt" appeals to *me*.

3. THE ADMIRAL: Now keep everything under your hat—a Stetson, by the way, or I never saw one! And I've worn Stetsons in civvies since I was a one-striper.

HE: It's a Stetson, all right—the "Vita-Felt"—light-weight, springy, strong—real quality, a long-laster.



4. SHE: No need to tell me—it's written all over you! They greeted you with open arms—like this!

HE: Well, to put it modestly, I was colossal. But then, who could miss with a wife like you and a hat like mine!



Royal
STETSON
Vita-Felt \$10

SHOWN IN THE WHIPPET STYLE

OTHER STETSONS \$5 TO \$25

STETSON HATS FOR MEN AND WOMEN • ALSO MADE IN CANADA



INSIDE DOUBLE BOTTOM OF A SHIP
THREE ARC WELDERS KNIT A SEAM



Welding technique can be learned in 60 days. Correct arc length and rod angle (top) make an even weld. Poor technique (below) spatters metal and makes insecure weld.

ARC WELDING

It uses man's most perfect construction tool

The welding rod, tipped like a magic wand with a blinding blue-white point of light, is the most perfect construction tool man has yet devised. Beyond the power of rivets, which can only join two pieces of steel together, welding fuses them into one. The 6,500° F. inferno of the arc melts the metal of the rod and the metal it is welding into a single molten pool, which cools quickly into a bead of solid metal. A welded product is strongest at the seam.

Welding is newest of the major trades. Where there were 75,000 welders in 1939, there are now 280,000 at work in U. S. Their impressive role in war production can be measured by the consumption in 1941 of 450,000,000 lb. of welding rods, a 2,800% increase over 1931.



Good and bad welding are here compared. Longer, more even "bead" (left) was made with same length of electrode metal as was melted into faulty welding seam at right.

CONTINUED ON NEXT PAGE

"LOOK FOR ME HERE TONIGHT!
ENJOY BETTER-TASTING HIGHBALLS
FEEL THE DIFFERENCE TOMORROW!"



White Rock's protective, natural mineral salts improve flavor of highballs, combat acidity...help keep you feeling fit next day

This *natural* mineral spring water is *super-charged* with a sparkle that stays to the end of your drink. White Rock costs a little more. But what a big *difference* it makes!

Compare White Rock with any ordinary sparkling water or club soda. Learn how it gives you better-tasting highballs...how it helps keep you feeling fit next day. Treat yourself to the best. Use White Rock tonight.

Try White Rock Sarsaparilla and Pale Dry Ginger Ale

NOW LET EVERY PYREX DISH SERVE YOU ALL THESE WAYS!



1. TASTY MEATS AND FISH! Your Pyrex utility dish cooks, roasts all kinds of main courses. Cook, serve, store left-overs in same dish! 10½" size... only **50¢**

IN times like these you can keep every modern Pyrex dish busy! For example, just check all the ways you can use this one! Each smart Pyrex dish can be used for a dozen appetizing recipes. And you can serve each food in the same sparkling clear utensil it was cooked in. Pyrex ware cooks better, and faster—saving fuel. It washes easier, too! Choose Pyrex ware to help you serve better meals for less money!



2. TEMPTING VEGETABLE DISHES! See how this Pyrex dish dresses up vegetables! Tomatoes stuffed with corn and peas; candied sweet potatoes; individual Hubbard squashes; a dozen others!



3. CRISP SALADS! Ever think of using your utility dish as a salad bowl, or for serving chopped-up fruits? Adds sparkle and charm to any table. Washes clean with no effort at all!



4. DELICIOUS DESSERTS! Ginger bread, cakes, puddings, custards are just a few of the many good things you can prepare and serve in this handy Pyrex ware utility dish!



EVERY GLEAMING DISH HAS A DOZEN USES!



NEW Pyrex "Flavor-Saver" pie plate with convenient glass handles. Fluted edge of new deep Pyrex "Flavor-Saver" keeps juice and flavor in! Many extra uses. 10" size **45¢**



NEW Pyrex mixing bowls, perfect for mixing, baking, serving and storing! Shaped to fit your hand. They nest to save space. Set of three; 1, 1½, and 2½ quart sizes only **95¢**

Amazing Pyrex Utensils that fear no fire!



RIGHT OVER THE FLAME. Liquid level always visible. Modern Pyrex Double Boiler. 1½ quart size... still **\$3.95**

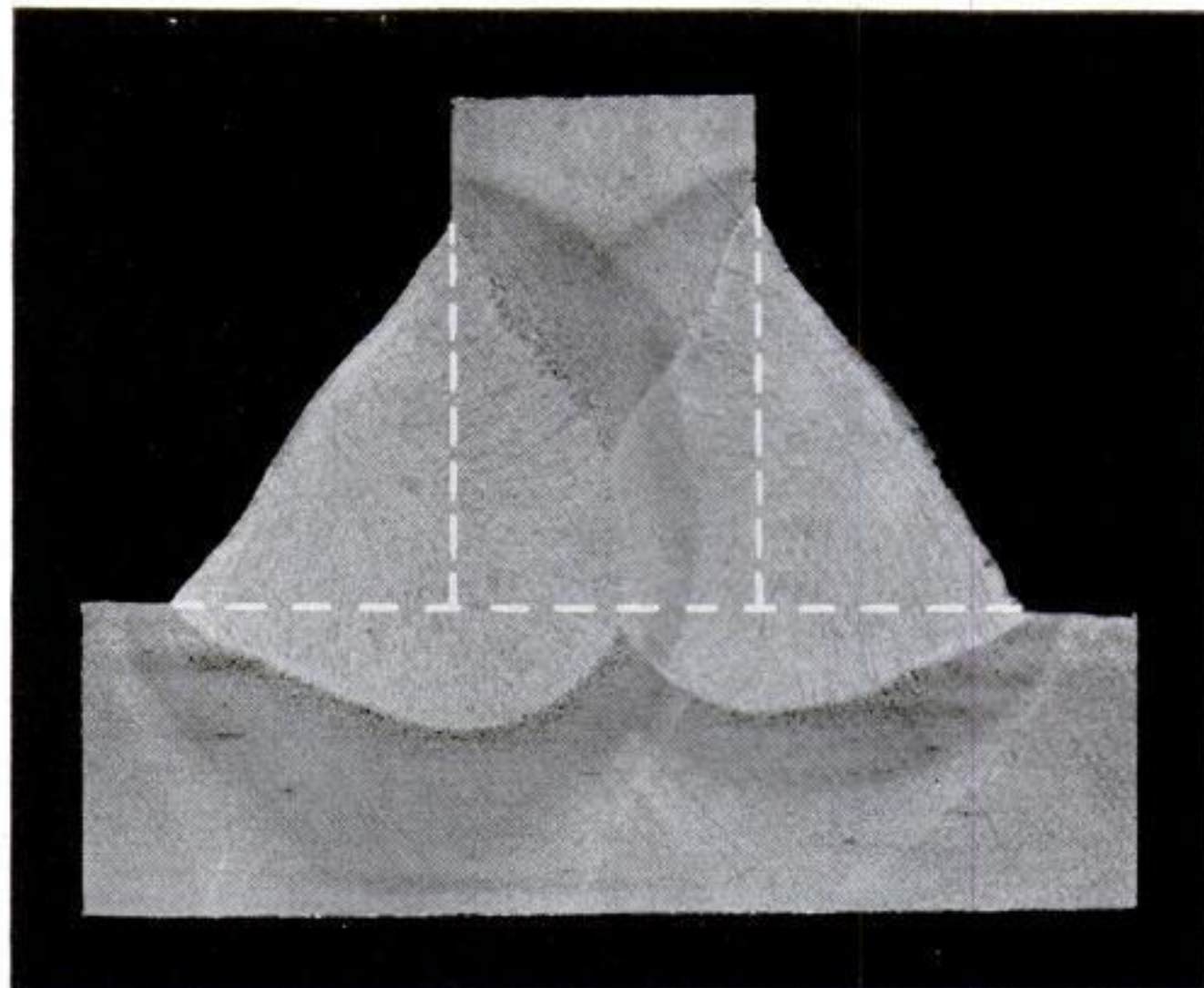
PYREX

BRAND OVENWARE
FLAMEWARE

"PYREX" IS A REGISTERED TRADE MARK... LOOK FOR IT FOR YOUR OWN PROTECTION

GET THESE MODERN UTENSILS AT YOUR FAVORITE STORE TODAY!

Arc Welding (continued)



Cross-section of weld shows vertical and horizontal steel plates fused into a single continuous piece of metal. The welded product is strongest along the line of the weld.

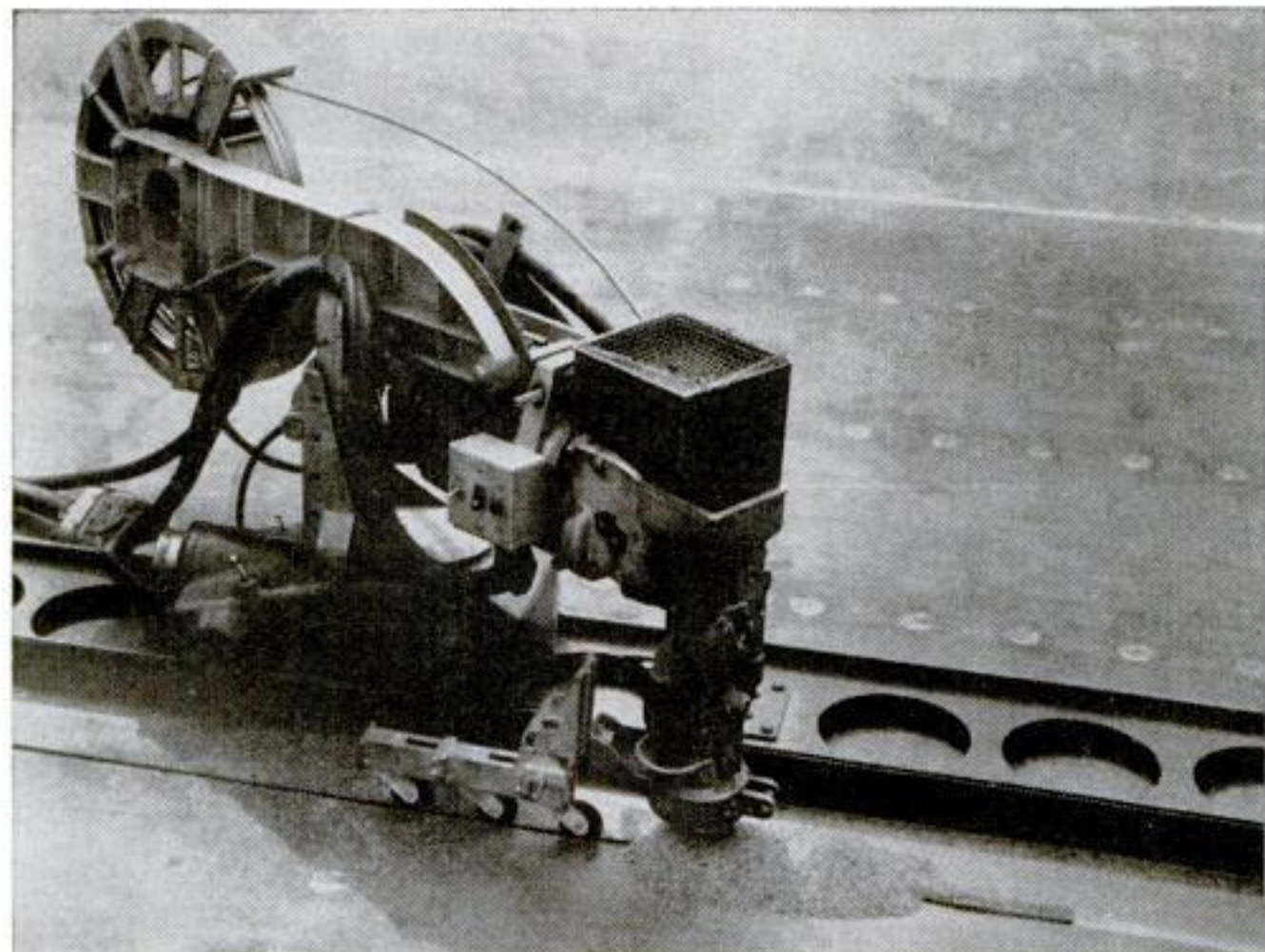
WELDING SAVES TIME AND MATERIALS

A welded Liberty ship goes down the ways today in one-third the time it took to hammer 500,000 rivets into the hull of its World War I counterpart. The Liberty ship has 13% less deadweight tonnage and correspondingly higher cargo capacity. Its hull is stronger because it is literally all in one piece, with no seams and joints, weakened by rivet holes, to be sprung by heavy seas. Thus, wherever it has been applied in war production, welding has brought savings of 10% to 40% in man-hours and raw materials and has improved the quality of the final product.

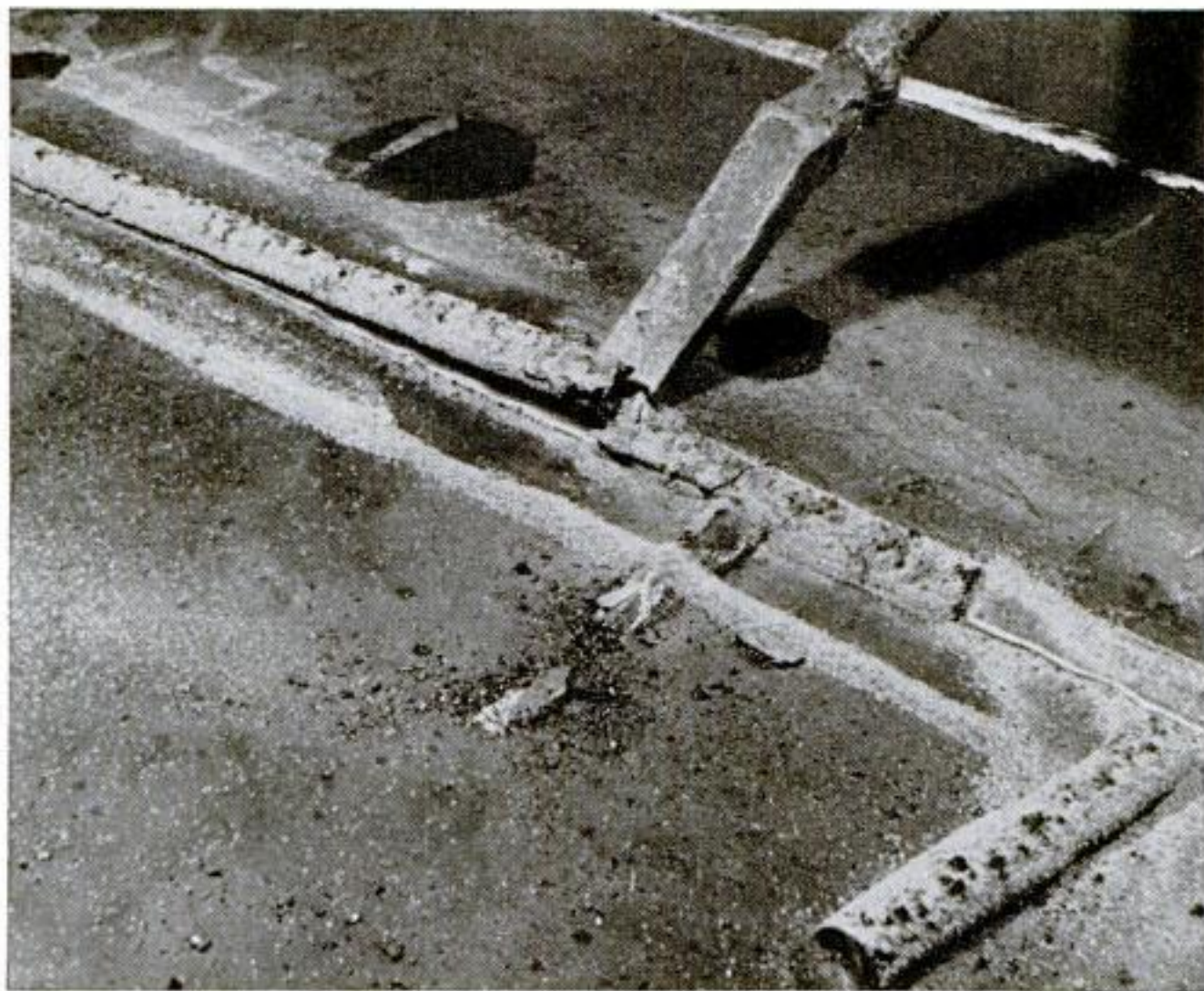
Depending on the nature and thickness of the metal he is welding and the diameter of his welding rod, a skilled welder can deposit up to 12 inches of metal a minute, equivalent to the output of a four-man riveting team. A welding machine, adapted to long seams and repetitive production-line jobs, can double this figure. Because molten steel reacts fiercely with the oxygen in the air, hand electrodes are coated with a chemical which vaporizes to produce a shield of gas around the arc and covers the cooling bead with slag. The Union-melt machine buries its arc in chemically treated sand (*see opposite*).



Hand-welded seam, made by skilful worker, shows steady, even deposit of metal with minimum of spatter alongside. Compared with machine weld, however, it is crude.



Unionmelt welding machine, produced by Linde Air Products Co., moves on track under own power. Chemically treated sand feeds out of hopper, shielding arc from air.



Unionmelt slag, which protected weld while it was hot, is chipped off when work is completed. Welding wire (see picture above) is fed automatically from coil into arc.



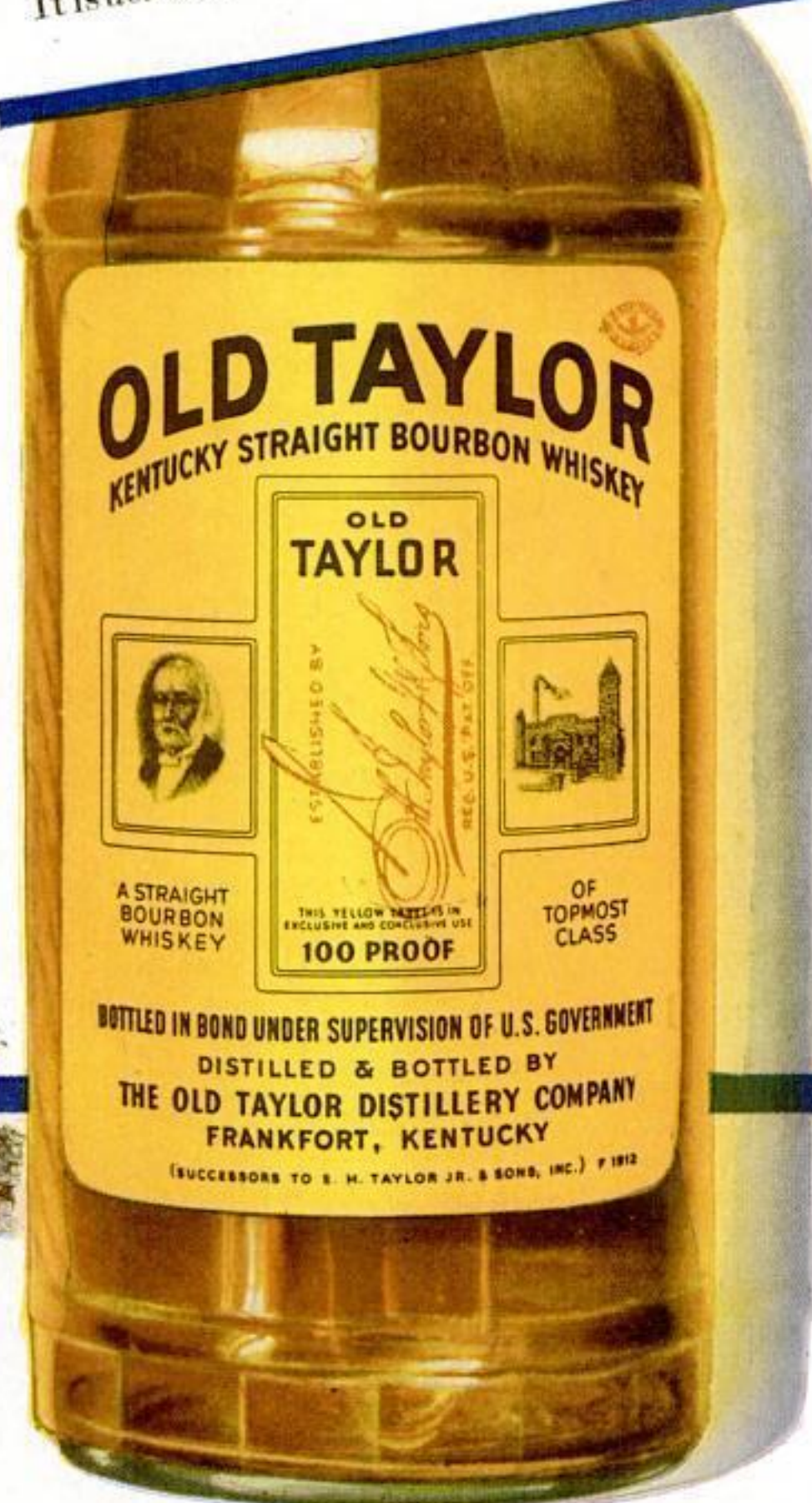
Machine-welded seam is flush with metal and smooth. Ripples are caused by variation in arc as welding wire is fed in. Length of the ripple indicates speed of machine.

CONTINUED ON NEXT PAGE

*Signed,
Sealed
and
Delicious*



Two facts you can see and one you can taste recommend Old Taylor to you. It is signed with the proudest signature in whiskeydom. It is sealed with the green stamp which says the world's strictest whiskey standards have been observed. It is delicious on the tongue. Try it and see.



Within the ivy-covered walls of this distillery no whiskey other than Old Taylor has ever been made.

TAX NOTE: You pay no tax on the quality of a whiskey—only on the quantity. Why not choose the best?

Copyright 1942, National Distillers Products Corporation, New York



CORONET...Very Special Quality

Keep Coronet, your handy brandy, always ready in your drink kit! Because of its sheer excellence, because of its three-way versatility (Coronet is delicious with soda, mixed in a sidecar cocktail, or served straight as a de luxe liqueur) this great brandy is writing its own tradition right here in America. Made by top-skilled experts in our own California distillery... Coronet is plenty snooty without being plenty costly. Fall in love with it today!

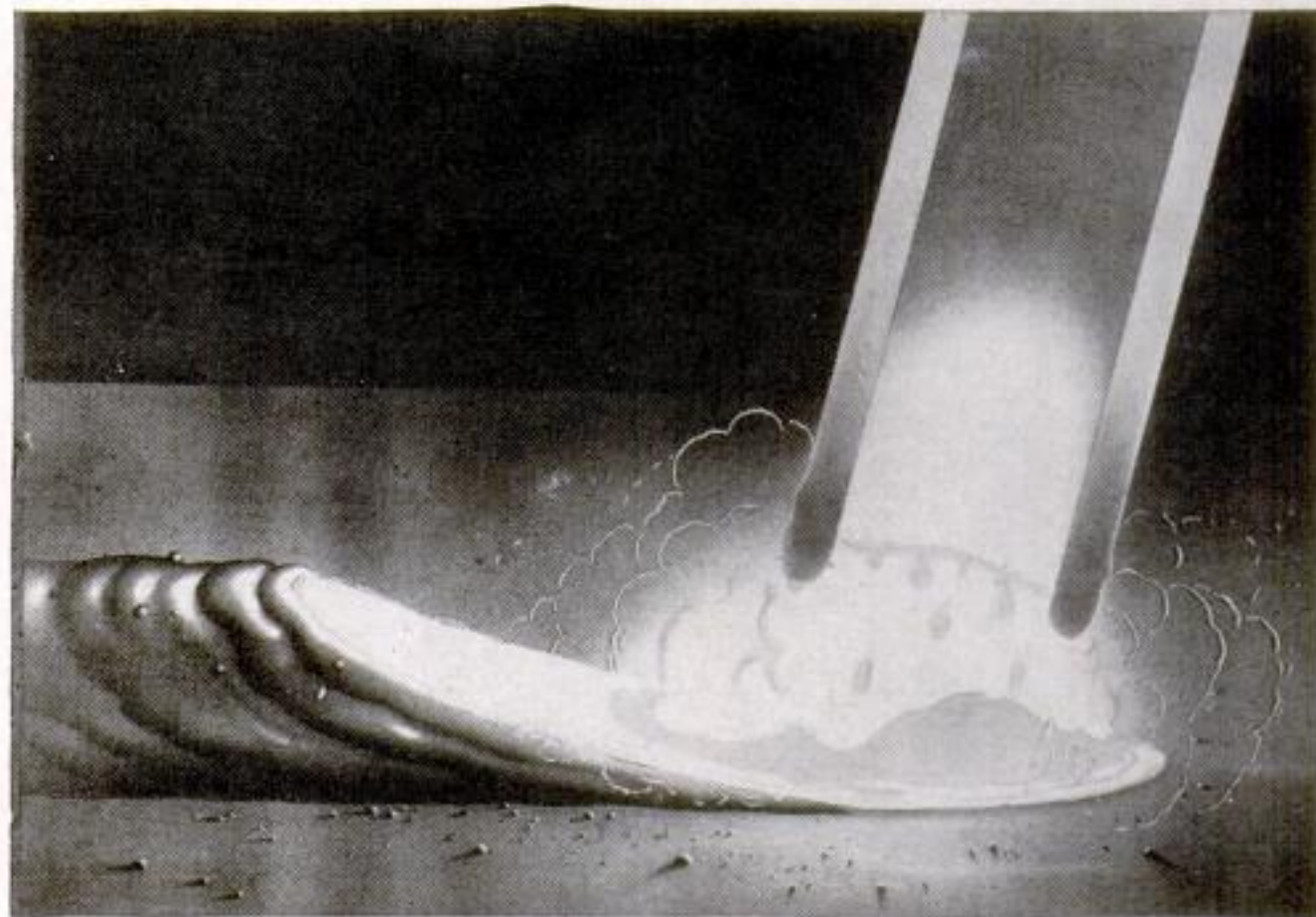
CORONET V. S. Q.: A dry "pot-still" brandy, de luxe in character.

CORONET 5 STAR: An all-purpose brandy of excellent quality and character.

GET YOUR OWN CORONET INHALER... ONE LARGE GLASS 50c... By special arrangement Coronet offers, for your pleasure, the most unique brandy inhaler you have ever seen. A beautifully shaped, thin hand-blown crystal glass on the side of which the snooty little face and crown (illustrated above) are satin-etched... without advertising. Capacity 33 oz., 6 inches high. Order one or more. Shipped postpaid. Send check or money order to: Schenley Import Corp., P. O. Box 78, Dept. A, New York, N.Y. California Grape Brandy 84 Proof, Schenley Import Corp., N. Y.

America's handy brandy

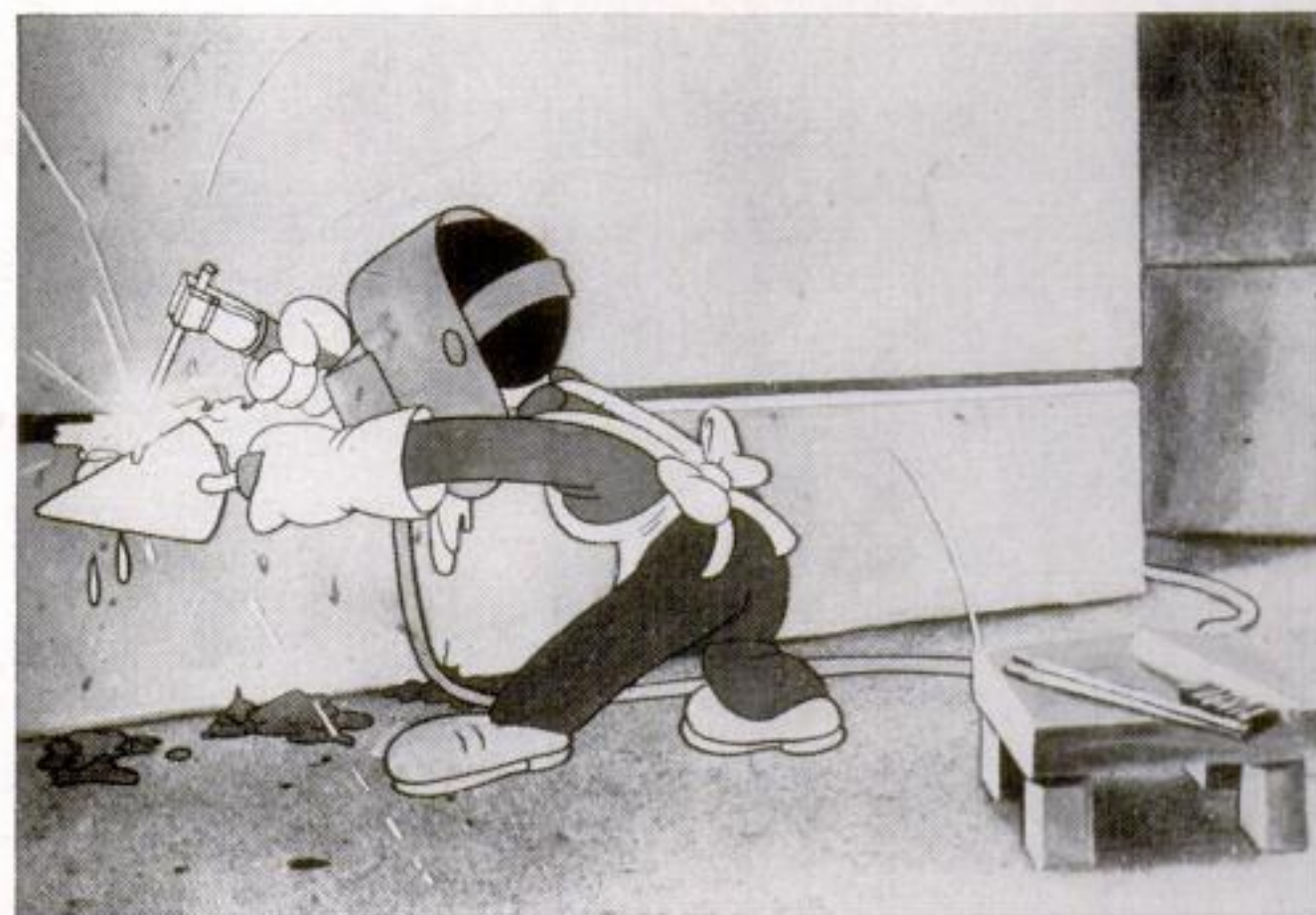
Arc Welding (continued)



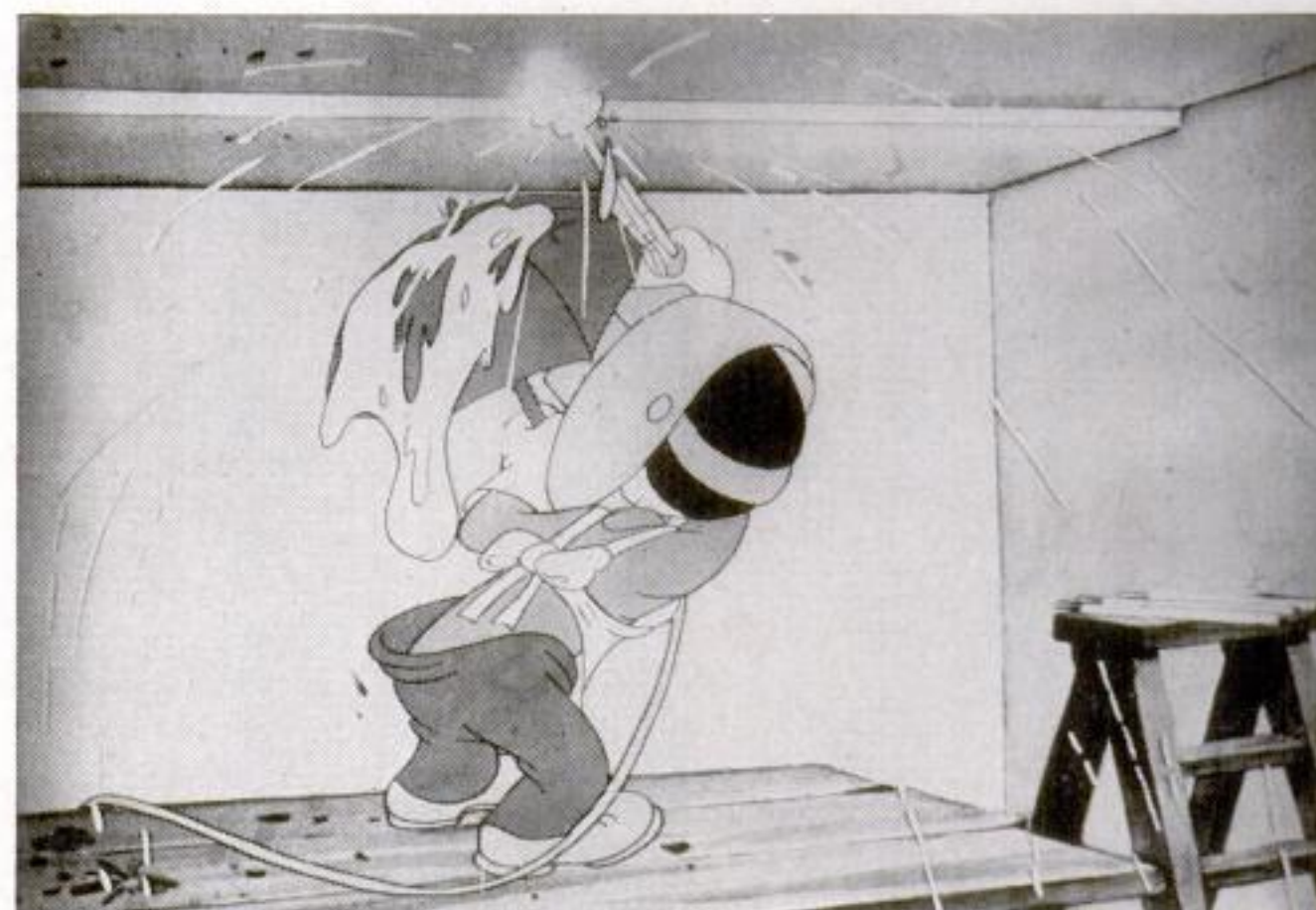
MOLTEN METAL IN CRATER IS PROTECTED BY VAPORS OF CHEMICAL SHIELD



JOE MAGEE CAN BARELY STRIKE ARC. ULTRA VIOLET RAYS OF ARC INJURE EYES



JOE EMPLOYS TROWEL FOR SIDE-WELDING. BELOW, HE PUTS UP UMBRELLA



Welder Joe Magee is hero of *Inside Arc Welding*, training film sponsored by General Electric Co. Arc-shy but resourceful, he shows green welders what not to do. Diagram cross-section of rod at top shows how metal melts down inside protective shield.

"WOMEN ARE STRANGE LITTLE BEASTS!"

You can treat them like dogs.
(he did!)
—beat them 'til your arm aches
(he did!)
... and still they love you
(they did)
But in the end they'll get you and
you are helpless in their hands."

W. SOMERSET MAUGHAM'S

The Moon AND SIXPENCE

STARRING
GEORGE HERBERT

SANDERS ★ MARSHALL

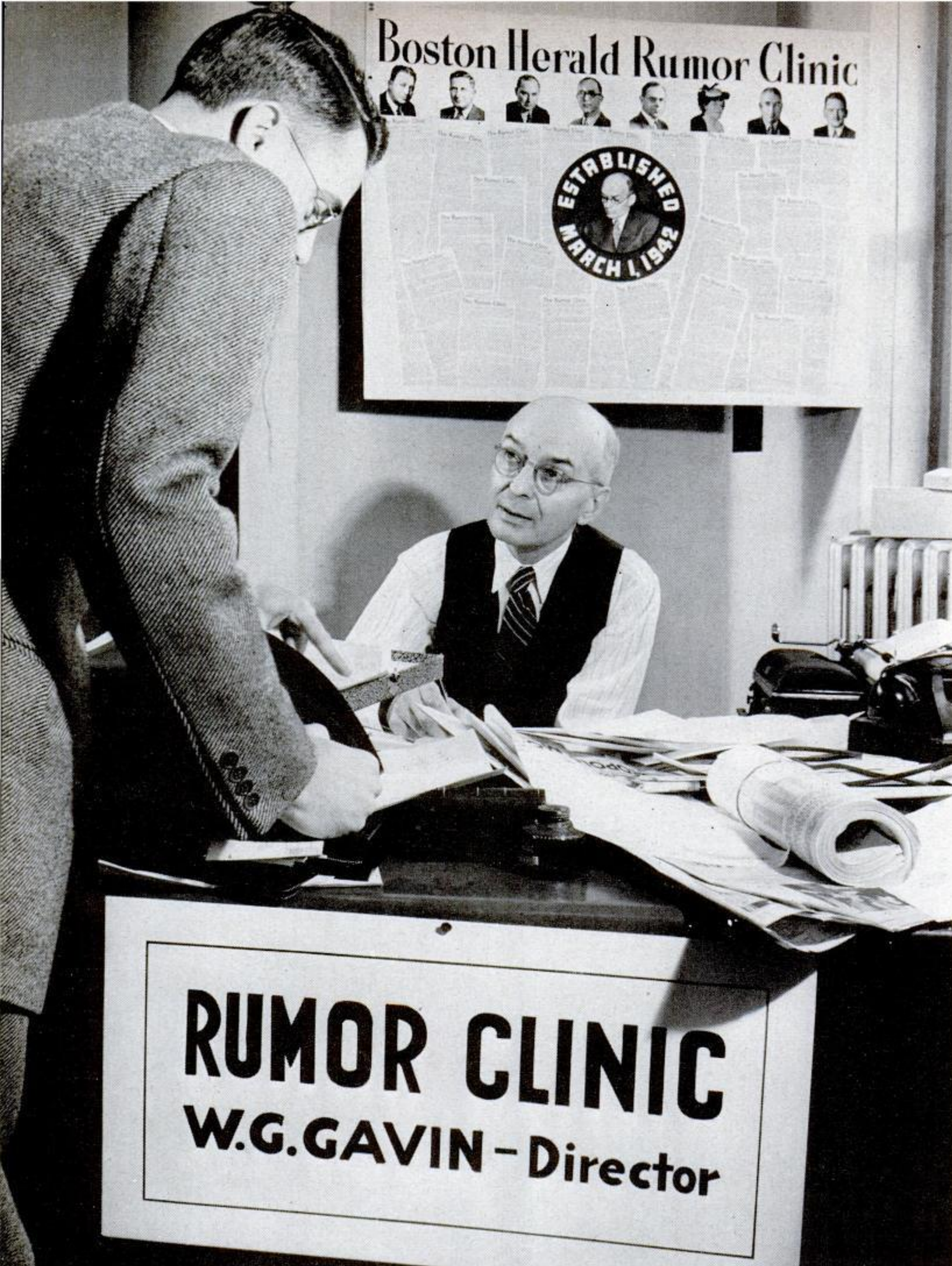
Doris Dudley ★ Elena Verdugo
Albert Basserman ★ Eric Blore

Adapted and Directed by
ALBERT LEWIN

Produced by DAVID L. LOEW

Released through
UNITED ARTISTS

Watch for this Sensational Motion Picture at your Favorite Theatre.
THE MOST TALKED-ABOUT PICTURE EVER MADE IN HOLLYWOOD!



ASSISTANT PUBLISHER GAVIN RUNS RUMOR CLINIC, OFFERS BLUEPRINT OF HOW IT WORKS TO OTHER COMMUNITIES

RUMOR CLINIC

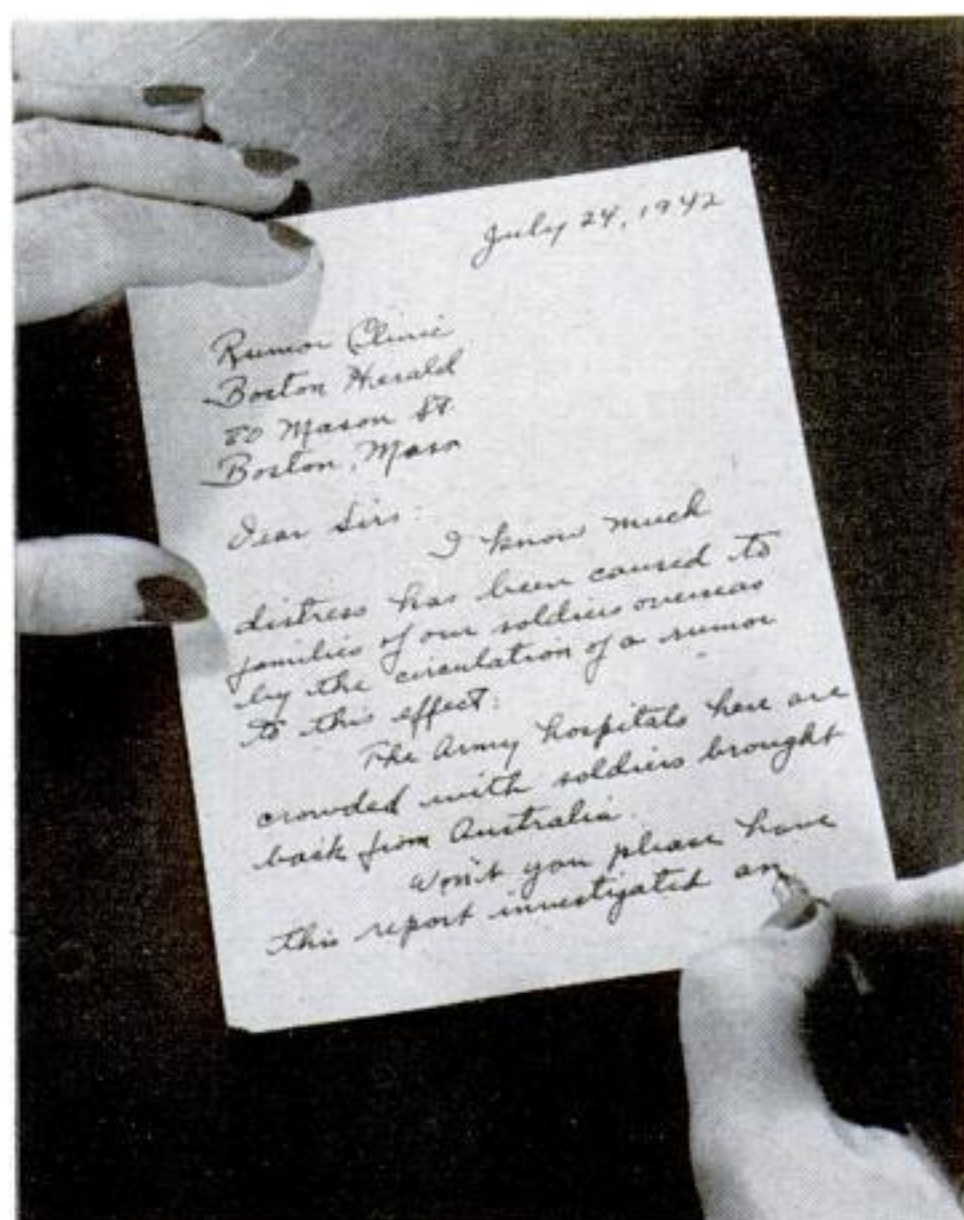
Boston finds truth is best arm against stories that harm morale

Of all the virus that attack the vulnerable nerve tissues of a nation at war, rumor is the most malignant. Breeding sometimes in the stinkholes of enemy propaganda, sometimes in the muddled minds of gossips and show-offs, it spreads through a community with the rapidity of measles. It damages public morale as effectively as infectious disease damages public physique. Its most dangerous carriers are innocent folk who love to tell a tall tale.

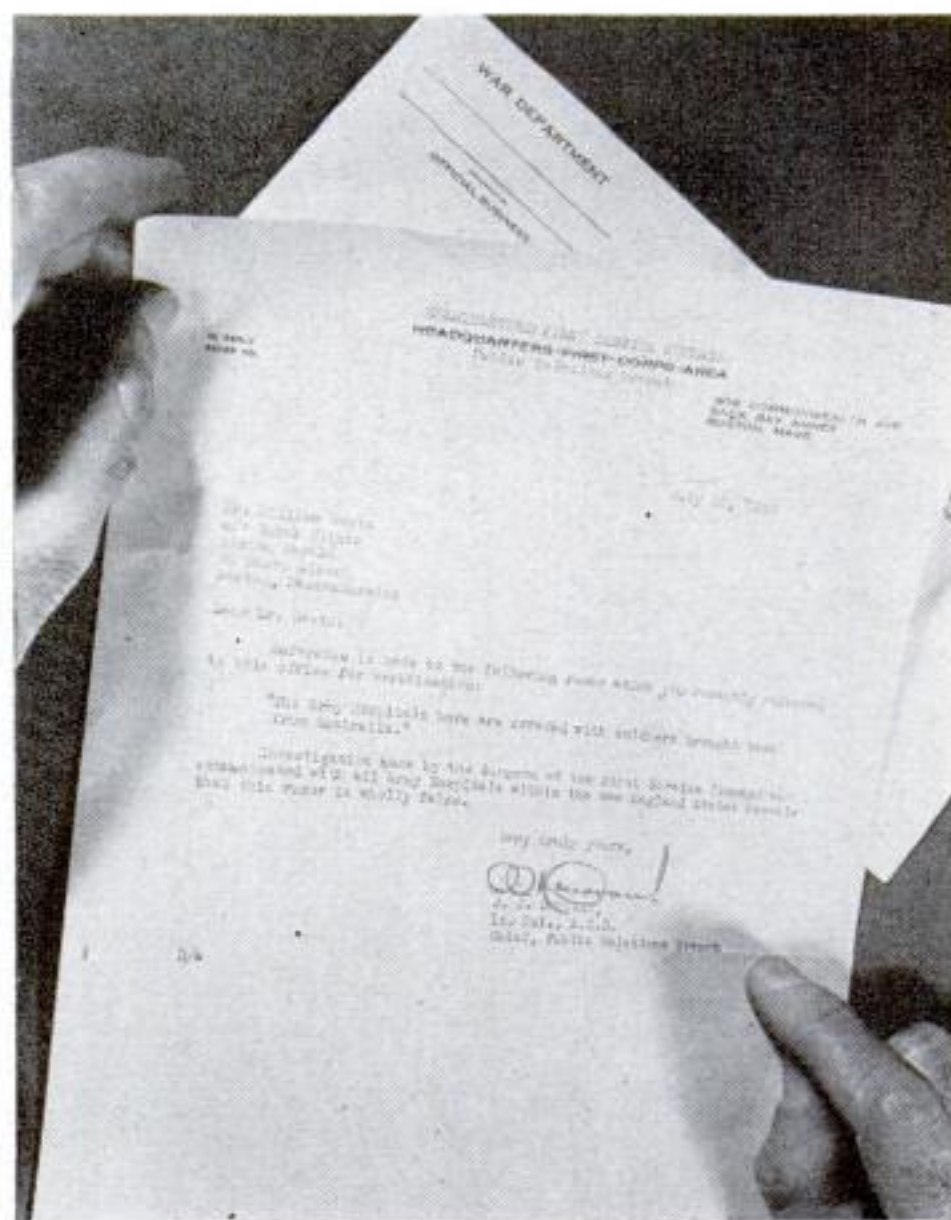
In Boston, Mass., a community where political and racial conflicts create an ideal spawning ground, rumors have flourished viciously. Alarmed, a few forceful citizens got together last spring, evolved a method for scotching them. Since the rumor virus thrives in dark places, they decided to expose it to the clear light of truth. An outline of their plan has already been printed in the *American Mercury*, picked up in the September issue of the *Reader's Digest*. On these pages, you see it at work.

Three groups contribute toward the plan: 1) the *Boston Herald* which, in a weekly column called "The Rumor Clinic," publishes and authoritatively refutes the current crop of lies; 2) the Division of Propaganda Research, set up within the Massachusetts Committee on Public Safety to collect and analyze rumors, formulate counter-propaganda (see p. 92); 3) a willing band of volunteer workers who round up rumors, serve as samplers of public opinion and squashers of foolish fables. Outstanding among these is a fearless firebrand called Frances Sweeney (see p. 90).

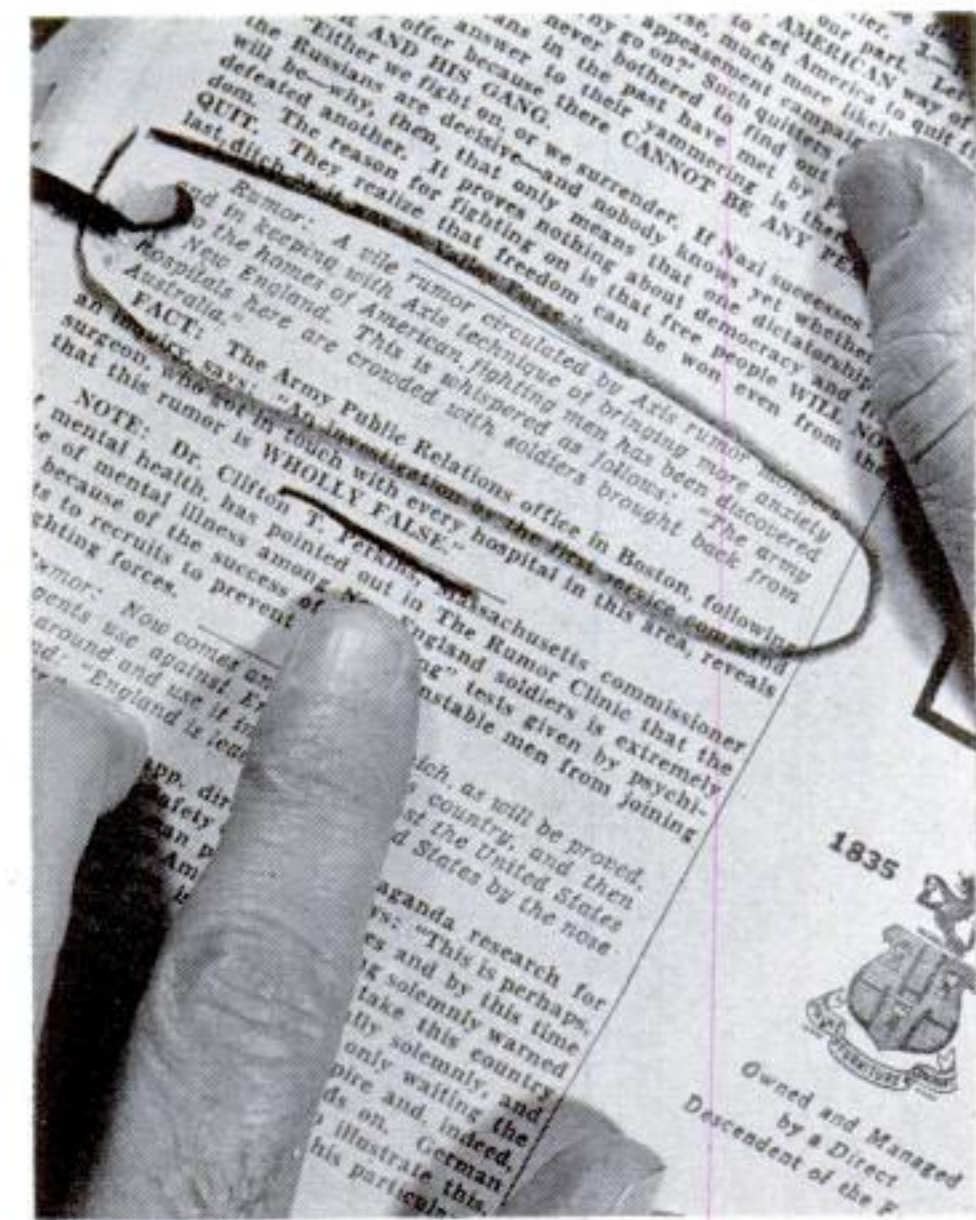
Most notable difference between the rumors of World Wars I and II is that atrocity stories about the enemy are rare today. The vast majority of hate-and-horror tales are directed against the U. S. itself. This is because the Axis has been clever enough, via short-wave broadcasts and moral saboteurs, to exploit existing lines of discontent. Thus the people of the U. S. are led to a sort of psychological suicide by serving to circulate dangerous lies about U. S. Jews, U. S. Negroes, U. S. allies, U. S. leaders. No better could they aid the Nazi tactics of divide-and-conquer.



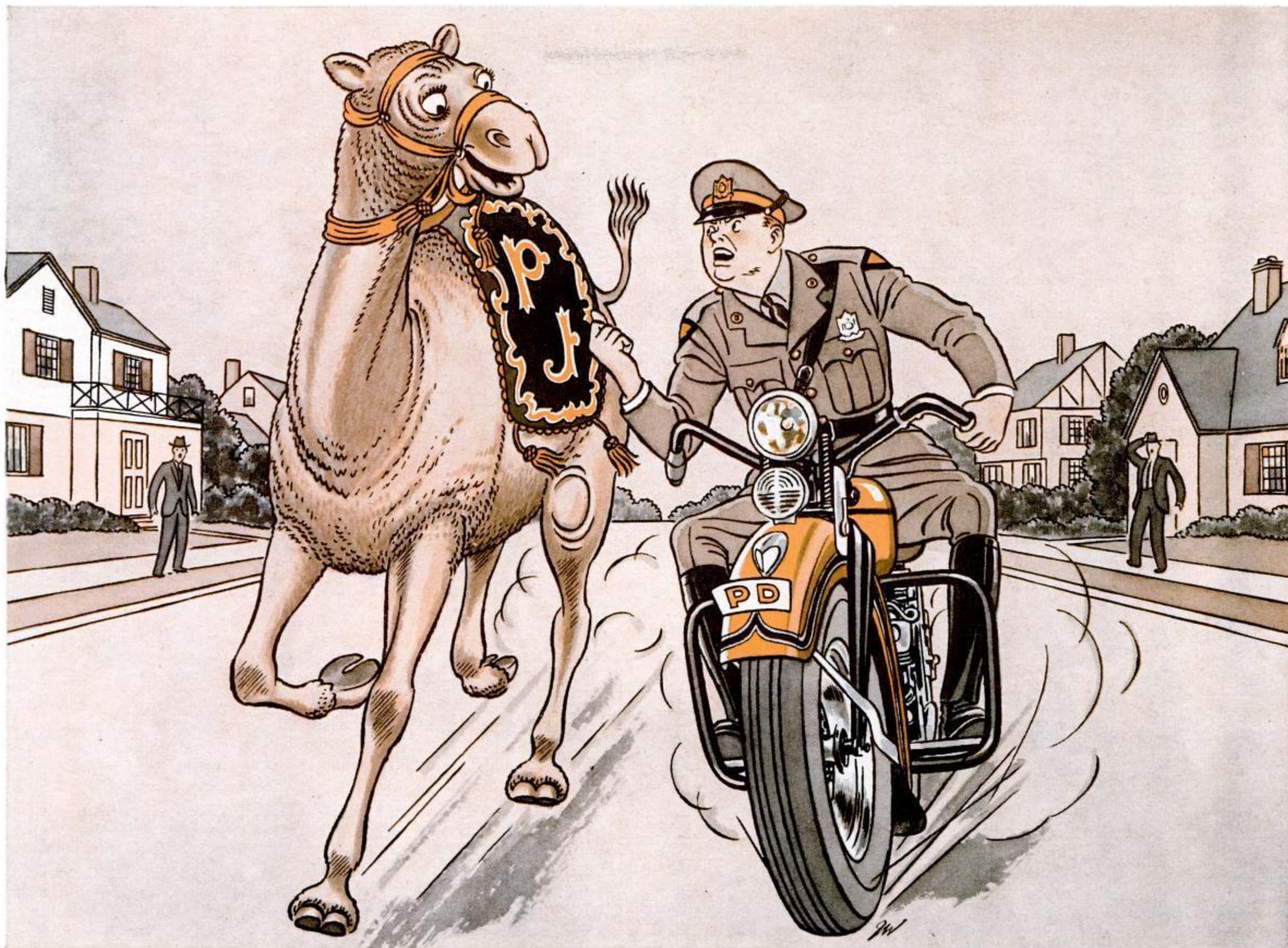
Readers report about 50 rumors weekly to the *Herald*. Other sources are volunteer listeners, official collecting agencies.



Every rumor is sent to proper authority for checking. Much research went into Army's terse answer to rumor shown here.



Final step is publication of rumor and refutation. This method kills many stories which otherwise gain wide credence.



"Pull over to the curb!"

POLICEMAN: And now, my perambulating Persian, will you be good enough to tell me just where you were going at such a clip?

CAMEL: To the country club, officer, to deliver a speech on—

POLICEMAN: Oho! Speeches is it now? And what would a camel like yourself be delivering speeches about, may I ask?

CAMEL: About a highly desirable quality in whiskey, gracious sergeant. A quality of which I am the living symbol and chief prophet. A—

POLICEMAN: So, my elegant Arabian! We're a symbol now, are we? And just what is it we're a symbol of?

CAMEL: Of *Dryness*, noble captain. *Dryness* in whiskey . . . the quality of truly great whiskeys which permits their full, rich flavor to come through . . . clear and undistorted. Does the great captain not know that experts *demand* this quality in whiskey?

POLICEMAN: And pay a fancy price for it too, I warrant!

CAMEL: Ah no, Your Honor. There is, among whiskeys, a rare and wonderful jewel, a whiskey of

benign flavor and magnificent dryness, *Paul Jones*. A whiskey of such superb flavor and so moderate a price that wise men know it as a *great buy*. So magnificent a value that its popularity jumped five times in less than two years!

POLICEMAN: And you go about telling folks about this wonderful dry Paul Jones whiskey?

CAMEL: Even so, Commissioner.

POLICEMAN: It's sinning I'd be were I to hold you from your work, my fine and noble beast. Get along now, and behave yourself!

*The very best buy
is the whiskey that's dry* **Paul Jones**



*A blend of straight whiskies—90 proof.
Frankfort Distilleries, Inc., Louisville & Baltimore.*


50 YD SECTION

HEY! WHAT'S HE GOT THAT WE HAVEN'T?

Douglas Shoes

W. L. Douglas — for over three generations — has stood for quality, value and fine workmanship in shoes.


Today smart buyers everywhere buy Douglas because they know that the integrity of the founder is in every pair. When you buy shoes look for the W. L. Douglas trade-mark. It's your guarantee of long wearing quality, comfort and value.



The ETON
Stylish with military precision is this officers' model. Comfortable plain toe.


The FLEETWOOD
Comfortable Brogue oxford in rich tan leather — husky sole — rubber heel.

\$5.50 \$6.50
Custom and Normal Treads
\$8.50



W. L. DOUGLAS SHOE CO.
Stores in Principal Cities—Good Dealers Everywhere

SINCE 1876 — AMERICA'S BEST-KNOWN SHOES




A quick flip shows your identification, passes and favorite snapshots



Shown.
Saddle Leather,
in Military Brown

\$5

Also Natural, Cordovan, Black.
Others little as \$3.50

Prince Gardner • 2025 S. Vandeventer Ave. • St. Louis, Mo.
Creators of the "Invisible Stitch" Billfold

Service men and "Civvies" have no time or pocket space to spare — so The Registrar takes over! Detachable Swing-O-Window card case carries selective service and identification cards, snapshots, auto license, passes, etc. — ready for instant showing! The card case snaps to wafer-slim dress billfold (worn solo for evenings) to organize cards, bills, etc., in one compact packet.

At better stores everywhere.
Or write direct mentioning
dealer's name.

PRINCE GARDNER

INVISIBLE STITCH

REGISTRAR

Always the Perfect Gift

Rumor Clinic (continued)



NEGRO EDITOR WILLIAM HARRISON REPORTS ANTI-INDIAN RUMOR TO SWEENEY

FIGHTING IRISH GIRL TRACKS DOWN RUMORS

Frances Sweeney is an Irish-Catholic girl who was first to note that seditious stories were particularly widely circulated among her own people. Coming to the sensible conclusion that the Axis was exploiting traditional Irish hatred for the British, she conceived and helped to found Boston's rumor-fighting organization. Though she has no official status and has been cold-shouldered because she dared to attack some of Boston's politicians and churchmen, she has kept up the good work on her own. Here she demonstrates the steps by which a rumor may be tracked down and exposed.



Story of Indian troops killing and raping whites near Fort Devens is traced to Lawrence Kupferman, artist who paints Negroes and who told it to a friend of Harrison.



Next stop is studio of Artist Giglio Dante who told different version of same tale at party attended by Kupferman. Each repeater alters rumor, usually makes it worse.



Down to tough Italian district goes Sweeney to see Tom McGowan, business agent of National Maritime Union, from whom Dante has said that he heard story at bar.



McGowan tells Sweeney that story grew out of derogatory discussion of Indians following comment by Fort Devens soldier that "Indians ain't got no sense of humor."



Sweeney takes rumor and account of its rapid growth to Aldino Felicani, anti-Fascist editor of *La Controcorrente*, who will print it in column resembling "Rumor Clinic."

CONTINUED ON NEXT PAGE



Enjoy Life with
Miller's
HIGH LIFE

Since 1855 The Best Milwaukee Beer

MILLER BREWING COMPANY, MILWAUKEE



"HERE COMES THE CIRCUS"

COSTS LESS THAN UNEXPOSED FILM!



FOR OWNERS OF 8mm. and 16mm. PROJECTORS!

8mm.

16mm.

UP WITH THE BIG TOP — ON YOUR OWN HOME SCREEN!

Hurry, hurry, hurry to the biggest show on earth! Here comes the circus—with all its excitement, interest, and entertainment—in Castle Films' latest scoop! See the big parade! Daring acrobats! Thrilling jumps! A leap

through fire! Famous clowns! Ferocious lions, tigers and panthers! Death-defying aerialists! Performing elephants! Side-shows! Beautiful girls! Actually filmed under canvas! A thrill of thrills! Own and enjoy it now!

ON SALE AT YOUR PHOTO DEALER'S NOW!

ENJOY THE CIRCUS ANYTIME!

Have circus night in your own home! Provide peanuts, pink lemonade, and popcorn—and show this picture for young and old!

CASTLE FILMS INC.

LOW COST

8 mm.
50 ft., \$1.75 180 ft., \$5.50
16 mm.
100 ft., \$2.75 360 ft., \$8.75
16mm. Sound, 350 ft., \$17.50

FREE

Descriptive literature on "HERE COMES THE CIRCUS." Also new 32-page Castle Films Catalogue describing 110 thrilling movies. Profusely illustrated! Fill out coupon and send for it now!

CASTLE FILMS, INC.

RCA BLDG. FIELD BLDG. RUSS BLDG. Address
NEW YORK CHICAGO SAN FRANCISCO nearest office

Please send illustrated literature on Castle Films' "HERE COMES THE CIRCUS." Also Castle Films' New 1943 FREE Catalogue.

Name _____

Address _____

City _____

State _____

L-10

Copy, 1942, Castle Films, Inc.

Rumor Clinic (continued)



A SAILOR ON LEAVE TELLS KNAPP OF MORALE-SAPPING RUMORS ON HIS SHIP

STUDENT OF PSYCHOLOGY ANALYZES RUMORS

In charge of the Division of Propaganda Research is Robert Knapp, a student of psychology who took the job after two years' work at Harvard on the anatomy of wartime rumors. He gives full time to collecting, tabulating, analyzing ugly stories, devises means to spike them. The division also acts as a clearing house for official propaganda agencies, supplies Rumor Clinic with some of its best tales. Under Knapp's supervision is the corps of volunteer "morale wardens" who form a listening network around the city.



Bartenders act as volunteer reporters, pick up rumors and pass them on to Knapp. Here James McMahon listens to innocent but dangerous gossip in Burke's Tavern.



Waitresses are enrolled as morale wardens, send in rumors and reports on trend of thought among customers. Unions help by recommending members for this work.

CONTINUED ON PAGE 94



THREE SHIFTS



For Outstanding Achievement in War Production, the Minneapolis and Wabash plants of Minneapolis-Honeywell have been awarded the Army-Navy "E"

HIGHLY SPECIALIZED materiel of war, for combat. Controls for military and defense housing and essential war industry. Around the clock, Minneapolis-Honeywell and its subsidiary, The Brown Instrument Company of Philadelphia, are turning out these vital instruments. Along with their manufacture goes constant research to improve their quality, their accuracy, their ability "to deliver." Side by side with these developments goes research on controls for peace! Controls for heating and air conditioning and industry, which in the bright future, when this epic struggle is won, will inaugurate a new standard for comfort and efficiency in the United States and throughout the world. When you get ready to plan your new home, apartment or industrial building, delegate your control problems to M-H and Brown Engineers . . . Minneapolis-Honeywell Regulator Company, 2919 Fourth Avenue South, Minneapolis, Minnesota . . . In Canada: Toronto. In Europe: London, England and Stockholm, Sweden.

Listen: "Alias JOHN FREEDOM" ★ Blue Network Coast to Coast every Monday, 10:15 to 10:45 P. M., E.W.T., or see your local newspaper ★ *The Most Dramatic Show on the Air*

Instruments by **BROWN** *and*
Controls by **MINNEAPOLIS-HONEYWELL**

Discriminating Women

BELIEVED THIS A \$1 BRASSIERE



• ACTUALLY IT'S ONLY 59¢

Carole Bra looks, wears, gives the beauty and style of a \$1.00 brassiere, yet costs only 59c. Created by experts to accent curves and contours. Designed to fit every figure type perfectly. There are junior, standard, uplift and matron styles... in lace, net, batiste and rayon satin. You'll be amazed at such durability, and style for only 59c.

SOLD AT MOST F. W. WOOLWORTH CO., S. S. KRESGE CO., AND NEISNER BROS. STORES AND OTHER STORES.

Carole
BRASSIERES

Rumor Clinic (continued)



Insurance salesmen are the best morale wardens. Here William Novelline listens to lurid story from a client, then proves to her it is false, urges her never to repeat it.



Factory workers who are morale wardens help by discouraging and correcting gossip among the men. This is John O'Connell, union representative at local Ford plant.



Casual origin of rumors is illustrated by a man commenting that chimneys could hide anti-aircraft. Pretty soon rumor says that Boston roofs are bristling with guns.

How can I enlist? You can be a Wartime Clean-Up Warden!



"JOIN UP NOW" SAYS SCOTTIE

In this war *everyone* can help. Mother's doing war work now as well as housework. And Uncle Sam is counting on you to do your share. How well can you do these home war-den jobs? Show Mother today!



SCRUB UP AFTER PLAY

OH, WHEN I PLAY I GET PITCH BLACK
FROM TOE UP TO MY BEAN-O
BUT ONCE INSIDE I WASH RIGHT UP
TO TABLE I COME CLEAN-O!



KEEP THE TABLE CLEAN

I KEEP THE TABLE NEAT AND CLEAN
I NEVER SPILL A SPECK-O
AND WATCH ME DRINK MY MILK RIGHT DOWN
THE INSIDE OF MY NECK-O!



MAKE YOUR OWN BED

I'M READY AT INSPECTION TIME
MY BED ALL SMOOTH AND NEAT-O
I MAKE IT LIKE THE SOLDIERS DO
HOORAY! WE CAN'T BE BEAT-O!



Mothers: THIS IS ONE OF A SERIES
OF SCOTT PAPER COMPANY WAR-
TIME SERVICE PAGES TO ENLIST
THE CO-OPERATION OF YOUR CHILD IN
HELPING YOU THESE WAR-BUSY DAYS



THE SCOTT NAME IS YOUR ASSURANCE
OF THE HIGHEST STANDARDS OF QUALITY
COMFORT AND CLEANLINESS

Scottissue
AND SCOTTOWELS

SEND FOR



OFFICIAL CLEAN-UP WARDEN ARM BAND

Scott Paper Co., P. O. Box 2030; Philadelphia, Pa.
Please send me my Official Wartime Clean-Up-Warden Arm Band. Also
Warden Certificate and Warden-Job List. Here's my nickel to cover costs.

Name _____
Street _____
City _____ State _____

(NICKEL ENCLOSED)

L-2

Trademarks "ScottTowels," "ScottTissue" Reg. U. S. Pat. Off.

STURDY SHOES FOR STURDY TIMES

Roblee "Huskies"

Huskies is the word for them. Rugged soles raise your feet way above stormy weather—yet there's plenty of flex and "sleeping bag" comfort as you walk. Finest grain leathers in varying degrees of texture. Mush on, men, for Huskies—the shoe with extra-hefty looks yet almost loafer-type feel. Made by United Men's Division, BROWN SHOE COMPANY, Manufacturers, St. Louis.



A. Hand-Stained Scotch Grain, Harness Stitched, Double Sole. B-891-1.

B. Hand-Stained Brown Heather Grain, Double Sole. B-980.

C. Artillery Brown Seamless Military Blucher, Full Double Sole. B-982.

D. Deep-Stained Hand-Rubbed Finish, Full Double Sole. B-615-1.



Roblee

SHOES FOR MEN

\$6⁰⁰
to **\$8⁰⁰**

*Some special
styles slightly
higher*



SINGER HARRY RICHMAN INTRODUCES CHASTELY CLAD DOROTHY TO AUDIENCE, CONSERVATIVELY OFFERS TIARA FIRST. IT SELLS FOR \$5, IS GIVEN TO BUYER WITH STAMPS

WAR-STAMP TEASE

Dorothy Partington peels off rare items for Broadway philatelists

When Dorothy Partington, who here keeps a complaisant calm through hell and high water, walks onstage in *New Priorities of 1943*, she is clad mostly in ingeniously contrived sprays of U. S. war stamps. When she leaves a little later, chilly but happy, all have been sold to eager customers in the audience.

Currently Dorothy returns to the wings in a costume totaling something less than the average bathing suit. At first she wore even scantier raiment, but when a Treasury official was supposed to have raised a shocked eyebrow at such goings-on with war stamps,

the management decided Dorothy should strike a better balance between entertainment and patriotism.

In one of Dorothy's early performances, Veteran Playboy Tommy Manville offered \$100 for the muff she carries, was forced out as a small-timer at \$1,000 by a stampede of bidding. Auctioneer Harry Richman eventually sold muff to Louis Marx, a toy manufacturer, for \$25,000. Dorothy works with patriotic zeal, but does not expect to make stamp-teasing a career. Stage-door Johnnies should know that she is 19, also that her father is a New York police officer.

RICHMAN WARMS TO HIS TASK WITH A GRIN

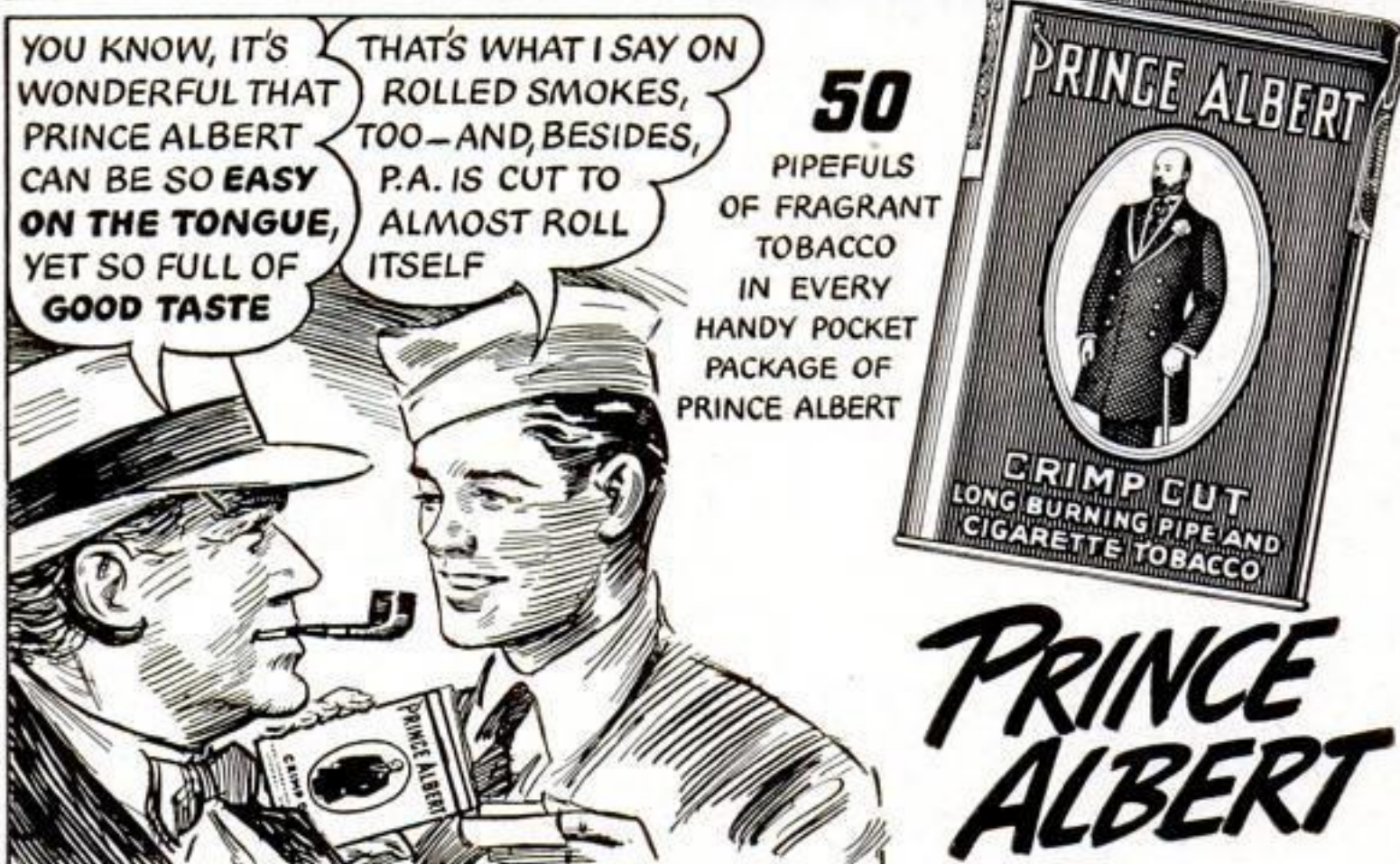
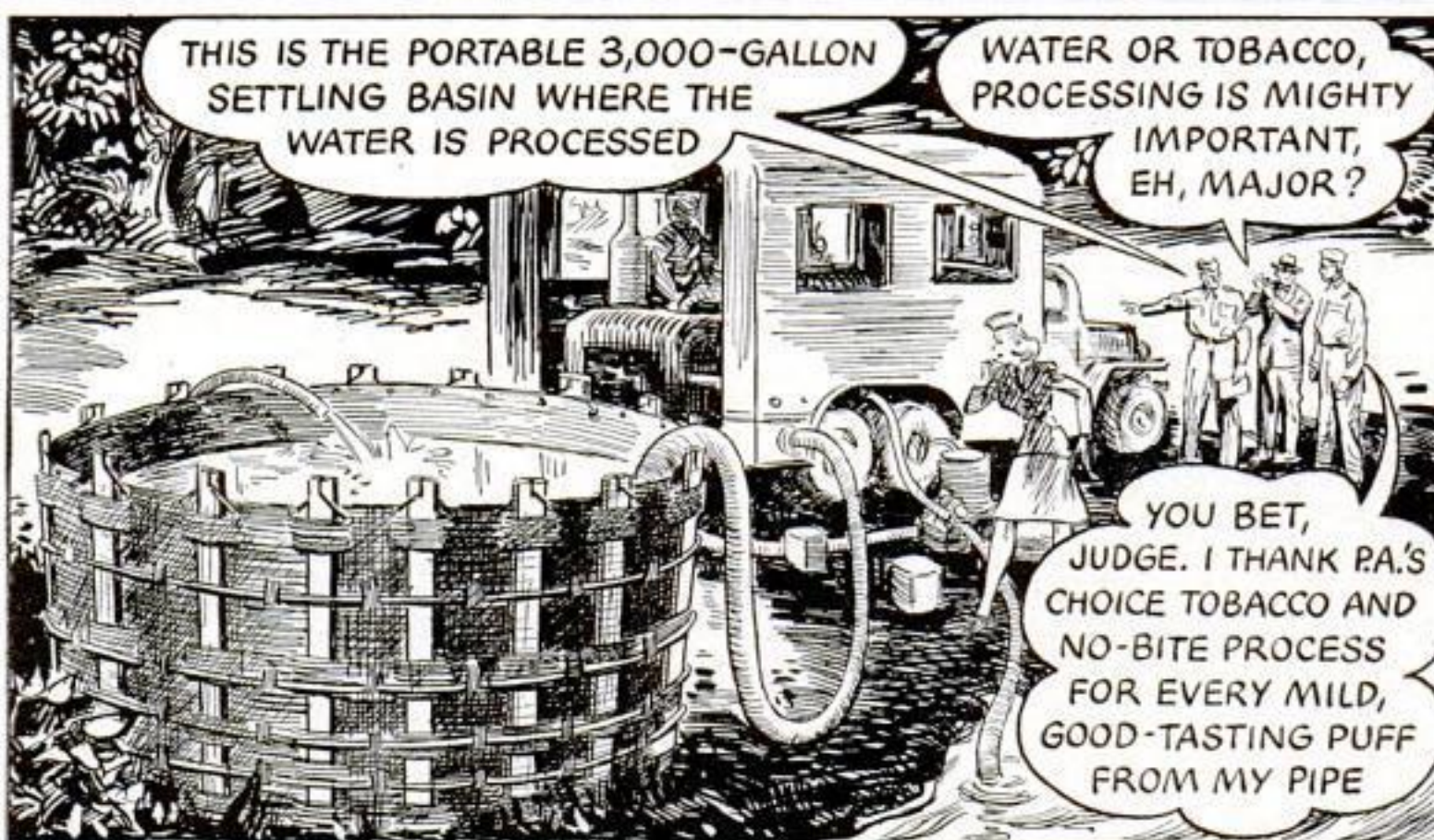
AT THIS STAGE, STAMPS SELL LIKE HOT CAKES. EACH SPRAY COSTS \$1

THE MUFF GOES NEXT. FOR FURTHER NEWS, TURN PAGE



CONTINUED ON NEXT PAGE

WONDERS OF AMERICA *Rolling Reservoir!*



War-Stamp Tease (continued)



WHILE RICHMAN SELLS, OTHER MEMBERS OF CAST HECKLE HIM FROM AUDIENCE



STAMP BOUQUET FASTENING SKIRT IS OFFERED TO CUSTOMER IN A BOX SEAT

CONTINUED ON PAGE 100



AUTUMN'S SO HAPPY FOR NUT-STORING SQUIRRELS . . . WHY CAN'T IT BE SO FOR YOU HOUSE-CLEANING GIR-LS?



1. For Grandma the job was a back-breaking chore
That took her a week—or maybe more.



2. She labored with buckets and rags for days—
And wore herself out with her old-fashioned ways!



3. But look at her daughter, a modern young miss,
Who knows that fall cleaning is easy—like this!



4. "With Windex," she says, "washing windows is *fun*—
Spray it on—wipe it off—and the whole job is done!



5. "Then ditto the glass on the pictures—Hooray!
It will sparkle as bright as a sunshiny day.



6. "Next Windex the mirrors, and when you are through,
You'll gasp that the shining reflection is *you*!



7. "You're practically done, but before you stop,
Use Windex to clean the glass table top . . .



8. "And suggest to your husband that maybe *he*
Would Windex the windshield in 1-2-3-!



9. "From attic to cellar with nary a worry
You'll get your house shiningly clean in a hurry.
"So get set for fall cleaning, get Windex *today*—
The 20-ounce size is the thriftiest way!"

For Fall house cleaning—get brighter windows—easier

with **WINDEX**

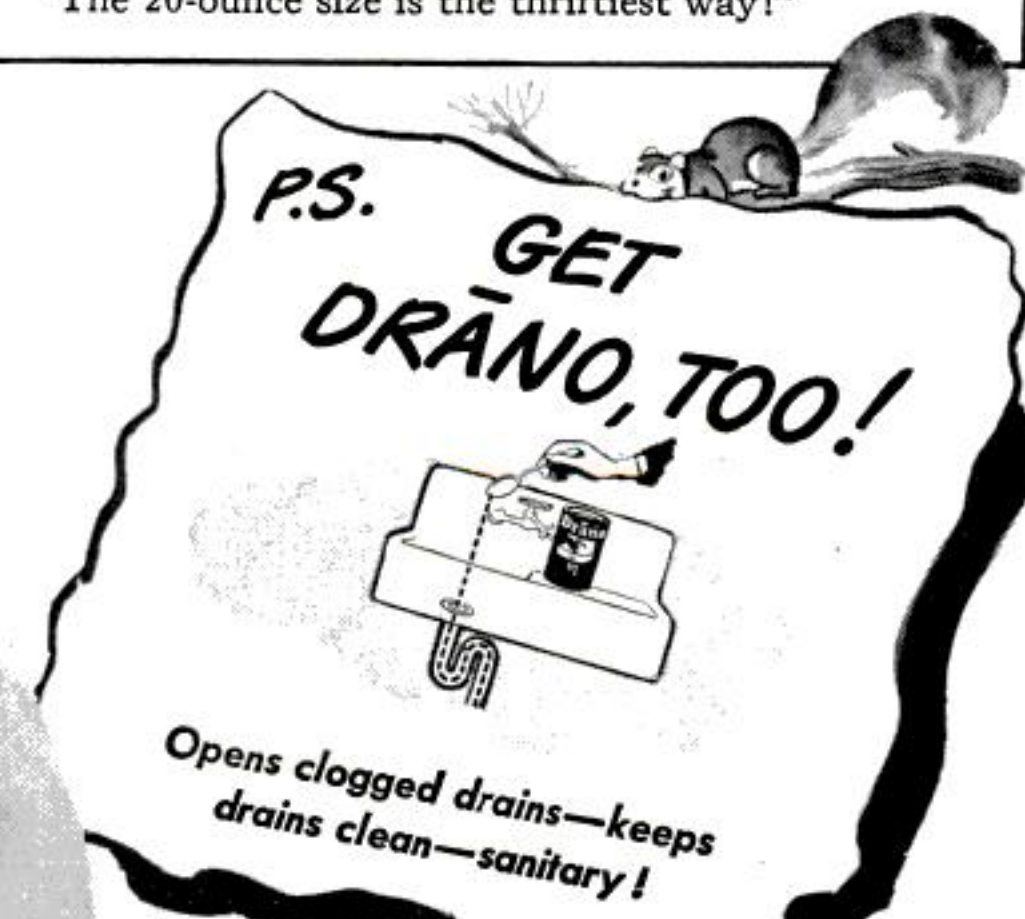
COSTS ONLY 1/4¢ PER WINDOW

Don't trust cheap substitutes! No streaking, no film, when you use Windex!
It's non-inflammable, oil-free—and costs but a *fraction of a penny* for each
pane, mirror, or windshield cleaned.

WINDEX SAVES TIME... SAVES ENERGY... SAVES YOU

Two sizes—6-ounce and the 20-ounce economy size.

Copyr. 1942, The Drackett Co.



P.S. **GET
DRANO, TOO!**

Opens clogged drains—keeps
drains clean—sanitary!

Buy wisely ... buy Rayon

Rayon jersey in this beautifully proportioned slip makes it a good buy today. • Loomcraft TRU-MOLD Slip made of Tubize Rayon Jersey, in Tearose, White or Black. Double-fabric bodice. Sizes 32 to 44, in three proportioned lengths, short, medium and long. About \$1.15.

For the name of the nearest store, write to I. Schneierson & Sons Inc., 1350 Broadway, New York, N. Y.

Now's the time to take care of your clothes! Rayon lingerie will last longer, look better, if you treat it kindly:

- DON'T BUY HURRIEDLY—take time to seek the qualities that stand for durability:
- closely-knit fabric
- well-proportioned styling—for comfort when walking or sitting
- dainty yet strong seams that won't pull out or fray with normal wear
- don't buy garments too small—when in doubt about size, ask your salesclerk
- WASH AFTER EACH WEAR—gently and quickly in rich suds of mild soap and lukewarm water
- squeeze subs through fabric—avoid hard rubbing, twisting
- rinse thoroughly—squeeze out excess moisture
- hang evenly over a smooth line or rod to dry—away from heat and sunlight
- if you wish to press, be sure the iron is at "low" heat—NEVER HOT—and press lightly on wrong side while garment is slightly damp
- KEEP A WELL STOCKED MENDING KIT—replete with fine needles, threads, ribbons and tapes
- mend each little tear and rip before it "runs" into a major task
- don't puncture the threads in fine fabrics with too-coarse needles
- keep your undies fresh and new looking by replacing worn shoulder straps—reinforcing frayed waistbands—with matching tapes or ribbon

The Tubize Certified Quality label sewn in the seam of your dresses or lingerie not only indicates that the fabric is made of Tubize Rayon but that it has been tested and is certified to be satisfactory in respect to strength, color and cleanability. Tubize Chatillon Corporation, manufacturers of Rayon Yarns and Fabrics, Two Park Avenue, N. Y. C.



War-Stamp Tease (continued)



CUSTOMER HAGGLES, BUT THE PRICE IS \$5. DOROTHY STILL DOESN'T BAT AN EYE



THE SKIRT IS FINALLY SOLD. NOT A WHISTLE IS HEARD IN PATRIOTIC AUDIENCE

WHAT'S IN A NAME?



GENEVIEVE

means
"white as sea foam"



ARCHIBALD

means
"bold, valiant, daring"



CELINE

means
"one who commands"



EDWARD

means
"happy guard"



ETHYL

is a trade mark name

It stands for antiknock fluid made only by the Ethyl Corporation. Oil companies put Ethyl fluid into gasoline to prevent knocking.

The Ethyl trade mark emblem on a gasoline pump means that Ethyl fluid has been put into high quality gasoline and the gasoline sold from that pump can be called "Ethyl."

What does your name mean?

The meanings and origins of over 900 masculine and feminine names are given in the fascinating illustrated booklet, "What's in a Name?" It's free—no obligation—just mail coupon.

FREE! ILLUSTRATED BOOK OF NAMES..



ETHYL CORPORATION
Room 3502, Chrysler Bldg., New York City

Please send me a free copy of "What's in a Name?"

Name _____ (PLEASE PRINT)

Address _____

City _____ State _____



*Style alone
is not enough...*

THE SHOE HORN IS THE FINAL JUDGE

They're fine shoes, smartly styled to the last detail ...
but Jarman doesn't stop with style alone—there's
more than meets the eye. In the moment it
takes for the shoe horn to do its work, your
foot is ushered into a new experience ... Jarman's
friendliness of fit. This, after all, is the final test
when buying any shoe. Take this shoe horn test
yourself ... just try on a pair of Jarman's.

They're fine shoes in every way.

\$5⁸⁵ to \$8⁸⁵
MOST STYLES

ONE OF JARMAN'S NEW

"Brogadiers"

Style No. 4147. Your Jarman dealer has this handsome brogue
and other smart "Brogadier" styles for fall and winter wear.



TRY ON A PAIR OF JARMANS TODAY  LET THE SHOE HORN BE THE JUDGE



OUT IN THE HOT SUNSHINE LOCKHEED WORKERS PUT FINAL TOUCHES ON P-38 PLANES. THIS SOUTHERN CALIFORNIA PRODUCTION LINE CAN WORK OUTDOORS 320 DAYS A YEAR

THE WEST AT WAR

SOUTHERN CALIFORNIA DOES A GREAT JOB

The aircraft worker on the cover of this issue might be working somewhere else besides Southern California but it isn't very likely. There are few places outside Southern California where the amiable climate of the country and adaptable temperament of the people combine to produce a production line in which workers wearing shorts and pith helmets manufacture instruments of war in the sunny outdoors. Southern California's unrestrained willingness to try anything new has in the past produced some astonishing things. Right now it is producing an astonishing flow of war materials.

Because Southern California's job has gone smoothly, because it has not suffered the pains and recriminations which have afflicted other parts of the country, the spectacular aspects of its job have gone almost unnoticed. A fifth of all the aircraft contracts given by the U. S. in the past two years have gone to Southern California plants, which produce more planes than those of any other State. Without their production, the U. S. would not have been able to fight any effective kind of air war. In Southern California, great shipyards are breaking records in launching ships. Heavy

industries are building big plants. Big companies get along well with each other and with their employees.

Southern California, of course, had a few head starts over most of the rest of the U. S. Its aircraft plants were already producing in war quantities before plant conversion elsewhere was much more than a blueprint idea. Southern California had acquired practice, know-how and a big backlog of orders. Also it was quite ready spiritually to do new things in different ways. Uninhibited to the point of being screwy, and energetic to the point of being frenzied, Southern California took the stride from peacetime production to wartime production in much the way that a movie studio would shift from making a colossal moving picture to making a supercolossal one.

The region itself has shifted noticeably in relation to its great movie studios. Southern California no longer devotes itself slavishly to Hollywood. Today the important places are Burbank, Santa Monica, San Diego, Inglewood, Long Beach, where the great and still-growing aircraft plants are located. Los Angeles, which once seemed a mere appendage of its own suburb of

Hollywood, now asserts itself and its industrial importance. Youngsters in the streets who once knew every movie star by the look of her automobile no longer care so much about stars. But they can quickly identify the P-38's, B-25's and A-20's that buzz overhead. Sunday drivers now are as interested in going out to look at the aircraft plants as they used to be in going over to gape at the stars' homes. The movies have felt the change in popular feeling. No longer the unchallenged rulers of the region, they thought the crowning indignity was going to be heaped upon them when they heard the rumor (unfounded) that one of the studios was going to be camouflaged to look like an aircraft plant so it could lure and distract enemy bombers.

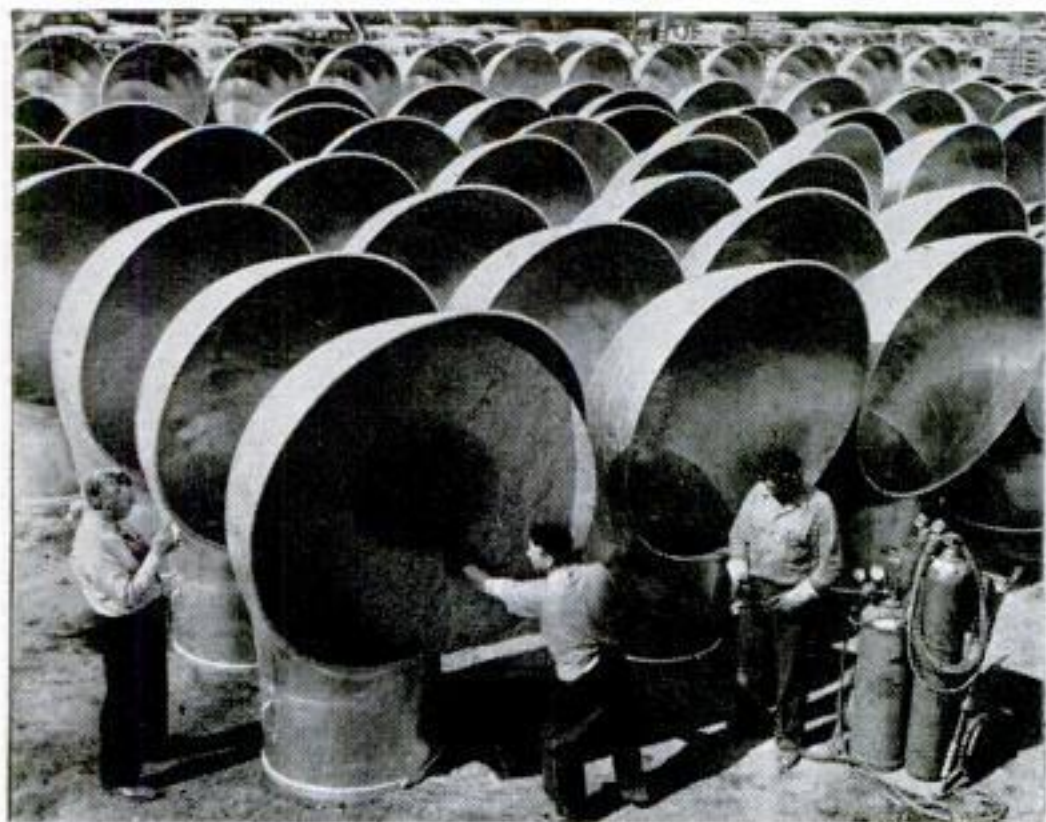
America has long thought—and with plenty of reason—that California was a crazy place which would never settle down and get anywhere. War has directed its energy and originality into serious channels. War may or may not have a permanently sobering effect on Southern California. But in the meantime there are evidences of the region's lively spirit in the first-class industrial show that Southern California is putting on.



The industrial landscape of Southern California has a deceptively rural look. In the foreground above are tracks of the Southern Pacific system, which is carrying an enormous bur-

den of war. Behind them is a truck farm, one of the many which make Los Angeles County the richest agricultural county in the U. S. In the left background is the Columbia

Steel Co. mill, for many years the biggest steel producer in the West. In the right background is an oil tank farm. California's oil supplies the fuel needs of the whole Pacific Fleet.



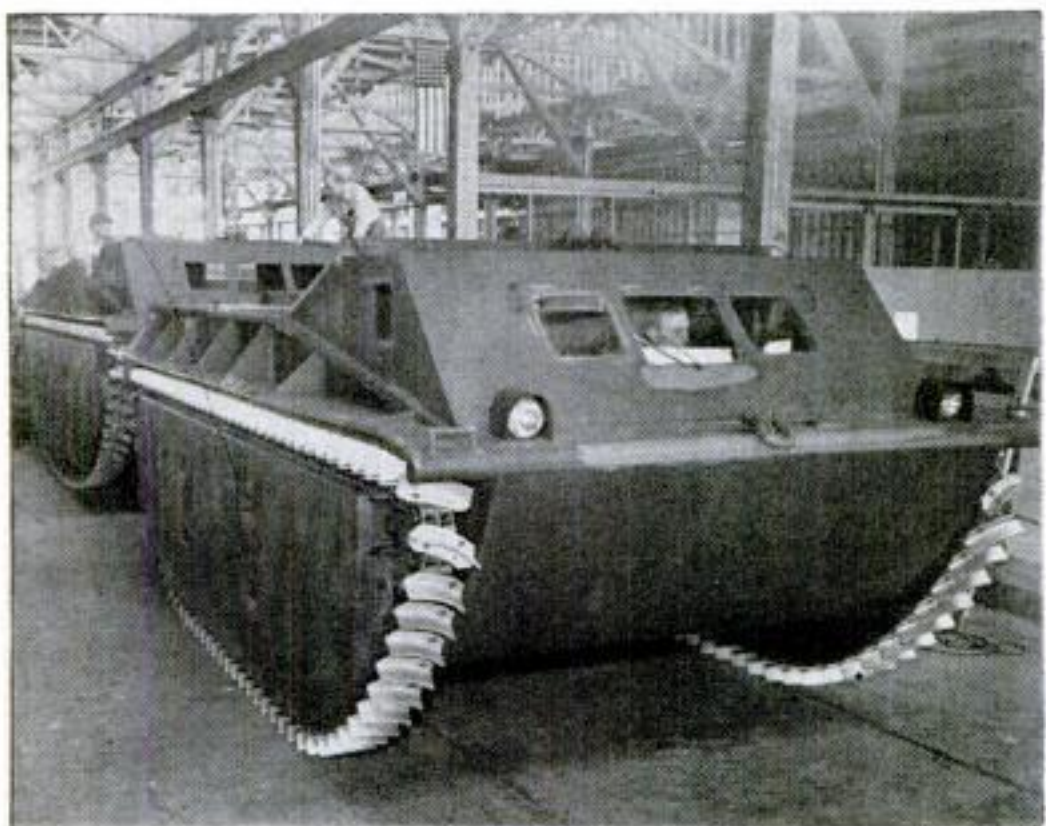
SHOWCASE MAKER NOW MAKES SHIPS' COWL VENTILATORS

BIG INDUSTRY IS MOVING IN

Aircraft is, of course, the biggest industry in Southern California. The 40-mile radius around Los Angeles contains the thickest concentration of airplane plants in the U. S. Here Douglas makes its A-20 attack bombers, and the military versions of its DC-3 and DC-4 transports. Lockheed-Vega makes its P-38 fighters, its huge Constellation transports. North American makes its B-25 bombers and P-51 fighters. Consolidated makes its B-24 bombers, its PBV and PB2Y flying boats. Ryan makes its trainers. Vultee makes its trainers and subassemblies for heavy bombers. Northrop makes Vengeance dive bombers. Some plants make the planes of rival companies. Since Pearl Harbor plane deliveries from Southern California factories have gone up more than 100%.

But there is more than just aircraft in the new industrial Southern California. Its shipyards have \$600,000,000 worth of building contracts. New steel and aluminum mills are being built. Half a billion dollars is being spent on a variety of other war goods. Meanwhile California is still the third-biggest agricultural State in the country and the southern part of the State grows a big part of the crops. Southern California is still one of the three most important oil-producing regions in the U. S.

The changes that usually accompany industrialization do not show very much in Southern California. There is little smoke, grime or congestion. The new steel mill being built at Fontana (below, right) will be surrounded by orchards and vineyards instead of by the customary steel-town concentration of drab houses. Only at night are there many signs of industry. Then the lights of the shipyards and the outdoor airplane assembly lines shine up into the sky and restless sleepers can hear the dull roar of airplane motors being warmed up in the newly finished planes.

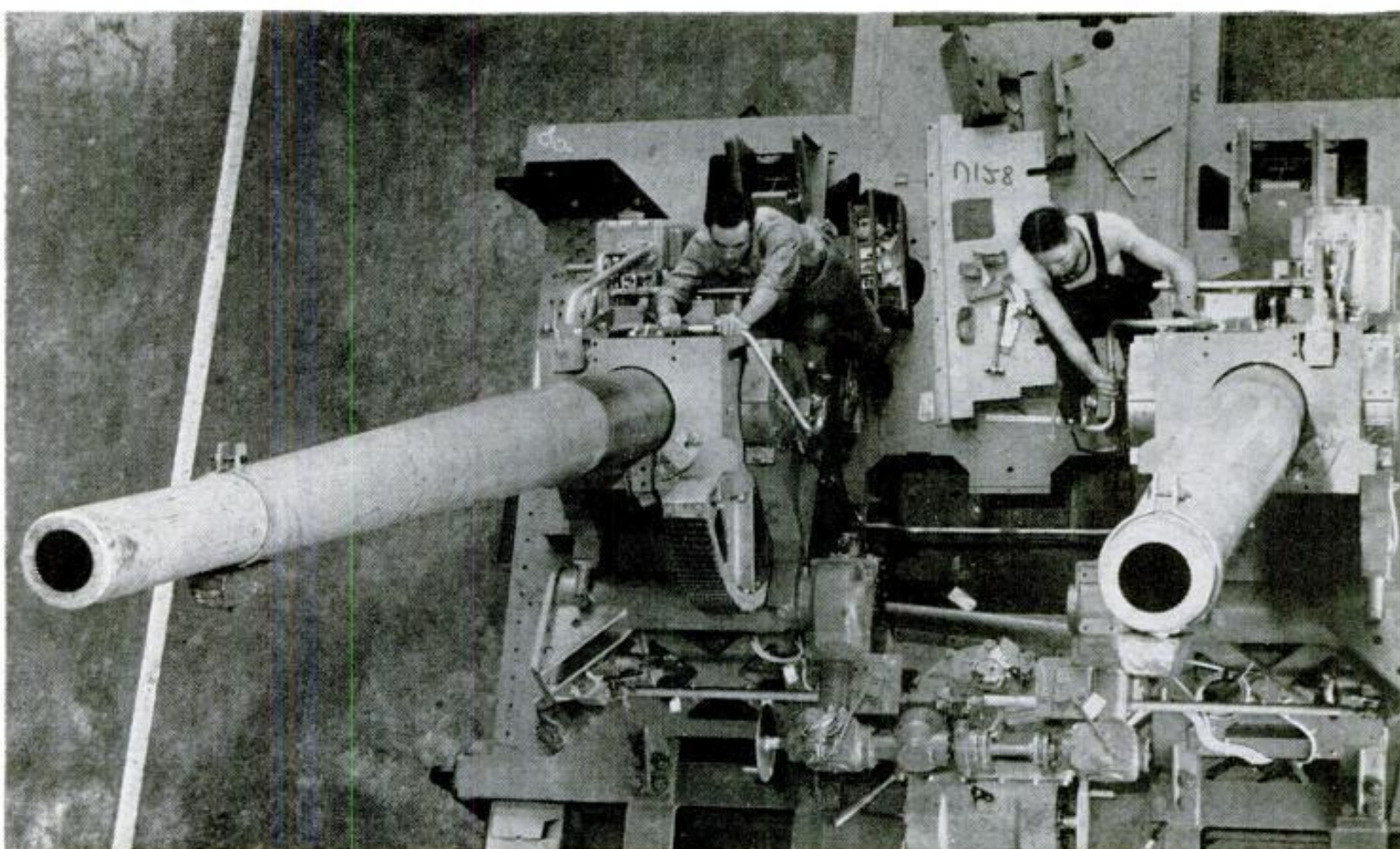


Amphibian tanks for landing operations or travel across watery terrain are manufactured at Riverside plant of the Food Machinery Co., which normally makes packing and canning machines.



The country's third-biggest shipyard is on Terminal Island in Los Angeles' shallow harbor. It was built on a 175-acre mudflat by the California Shipbuilding Corp. at a cost of

\$20,000,000. Working around the clock, with the night shift proceeding under huge floodlights, the shipyard last summer launched and delivered 15 ships in a single month, a record.



Five-inch anti-aircraft guns are being assembled for the Navy's newest combat ships by Consolidated Steel Corp. in Los Angeles, the West's biggest private ordnance plant.

Mounted in pairs, these guns will be the Navy's protection against high-flying enemy bombers. Each gun can shoot shells miles up into the air at rate of 20 shells per minute.



Henry Kaiser's new \$50,000,000 steel mill is going up on the site of a walnut grove at Fontana, east of Los Angeles. Started last spring, it will be turning out finished steel by

early 1943. Initial capacity is 400,000 tons a year. It will get iron ore from a Kaiser iron mine near Death Valley, coal from mines in Utah. Steel plates will go into Kaiser ships.



The day shift at Douglas Aircraft pours out of the Long Beach plant at 4 p.m. Some of the departing workers go over to the bicycle racks and wheel off home. But most of them crowd

out behind the sandbag barricades in foreground through an underpass to the parking lot which is shown on opposite page. There are many women in the throngs but in their slacks and

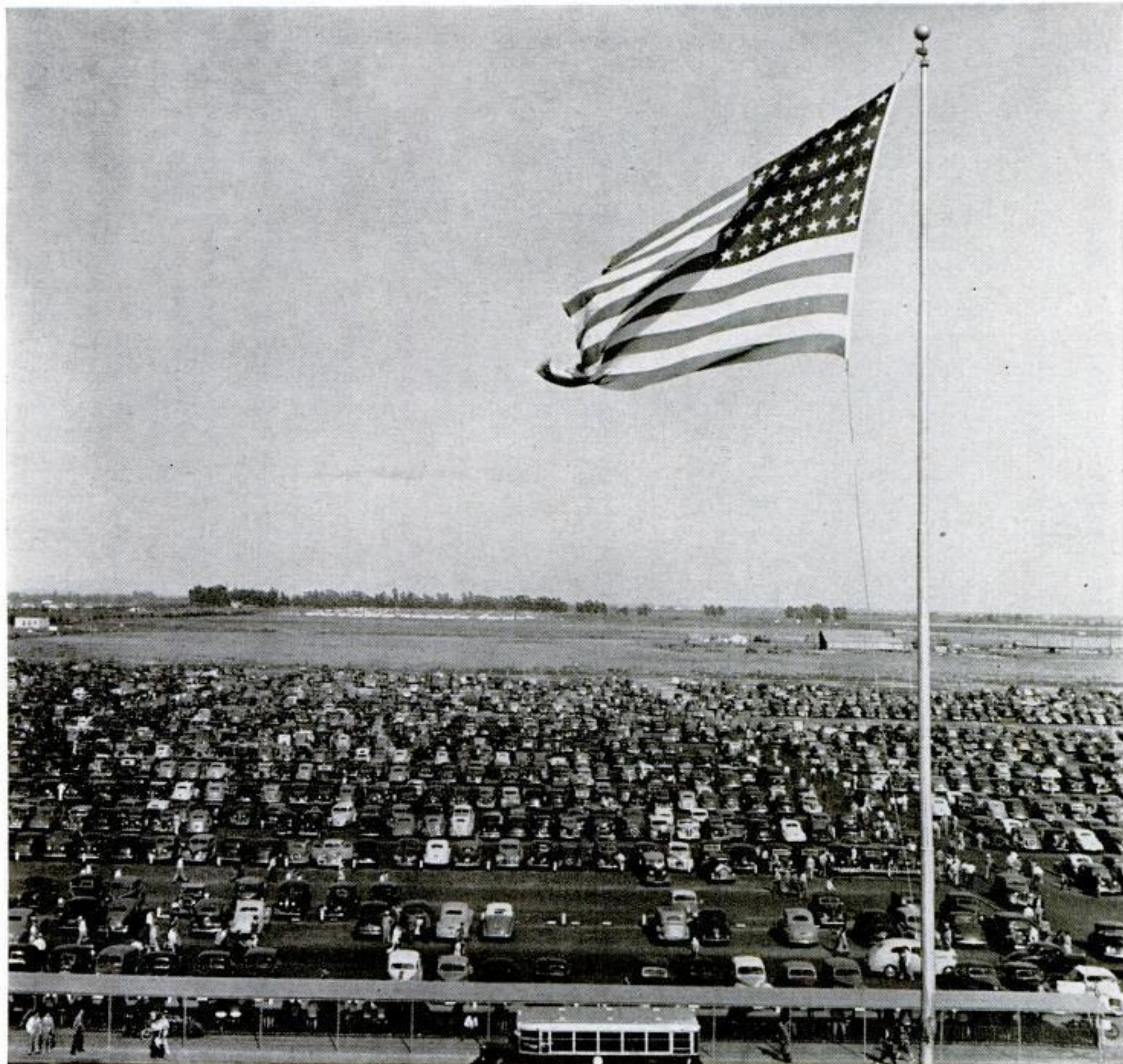
work clothes they are not easy to distinguish from the men. There were only a few hundred women working in the area's war plants in 1940. Now there are many thousands of them.

THE WORKERS SHOW SPIRIT

The Douglas Aircraft Co. today employs more people—the exact number is a secret—than all the Hollywood movie studios put together. Southern California's industries now employ about 350,000 people, almost two and a half times as many as they employed two years ago.

The workers have come from all over. The once-neglected and unwanted migrant farmers, today eagerly sought after by expanding industries, have a cocky little poem to quote to each other: *Come on you Okies and Arkies, let's take Japan. We took California without losing a man.* The movies have lost few steady workers to war plants but the periphery of the movie industry has moved into war work—pretty girls who came out to act and had to bide their time as car hops; old actors useful only as extras; even script writers and studio musicians. The Calship shipyard on Terminal Island in fact found enough musicians in its ranks to form two full-fledged orchestras.

The workers are mostly young. But there is a visible layer of people over 50 who came out to retire in the California sunshine and now have decided to pitch in and help. A great many people who don't have to work have taken war jobs. Most of them are untrained but are intelligent enough to pick up the simple skills quickly. There are, of course, plenty of malingerers among them. But being a young, new group, the workers generally have a brisk amateur enthusiasm which responds wonderfully to new production quotas and the need for speed. With barrage balloons and patrol planes always overhead, with anti-aircraft batteries all over the place, with men in uniform all around, war workers have become infected with the excitement of war. So far they haven't been working long enough to become blasé about their jobs.



Parking lot at Douglas stretches out for 40 acres, is packed with workers' cars. This is only part of the lot. Although some workers travel by bus and bike, the greatest number

come by auto, which makes tire and gas allotments a headache. Southern California's industrial area sprawls so widely that some men make a daily 80-mile round trip to work.



Girl welder works on an exhaust manifold at Ryan Aeronautical. She is Mabel Aldahl, 22, of Deslacs, N. Dak., formerly a waitress. "I know soldiers that are across right now," she says. "If I get tired of working, I stop to think what I've got to do for those kids. Then I start in again."



Army wife does spot-welding at Lockheed. She is Mrs. Prisalla Maury. Her husband, Major Maury, and her father, Colonel Bunker, are missing on Bataan. Anxious to work, Mrs. Maury has a good record. Her mother, Mrs. Bunker, stays home and minds the four Maury children.

RIVAL PLANE MAKERS HELP EACH OTHER OUT

No matter how jealous they were of each other, the movie companies always had a happy practice of swapping their precious stars around, lending rivals their Gables and Davises and Coopers and Hayworths as the need arose. The Southern California aircraft companies are following this same cooperative system. They lend each other their engineers,

their materials, their machines, and even their ideas.

This is done through the Aircraft War Production Council whose members are the big airplane companies and whose top bosses meet once every month (*below*). Engineers of all plants visit each other's factories to observe working methods. When Douglas needs some metal heat-treated in a hurry, Northrop

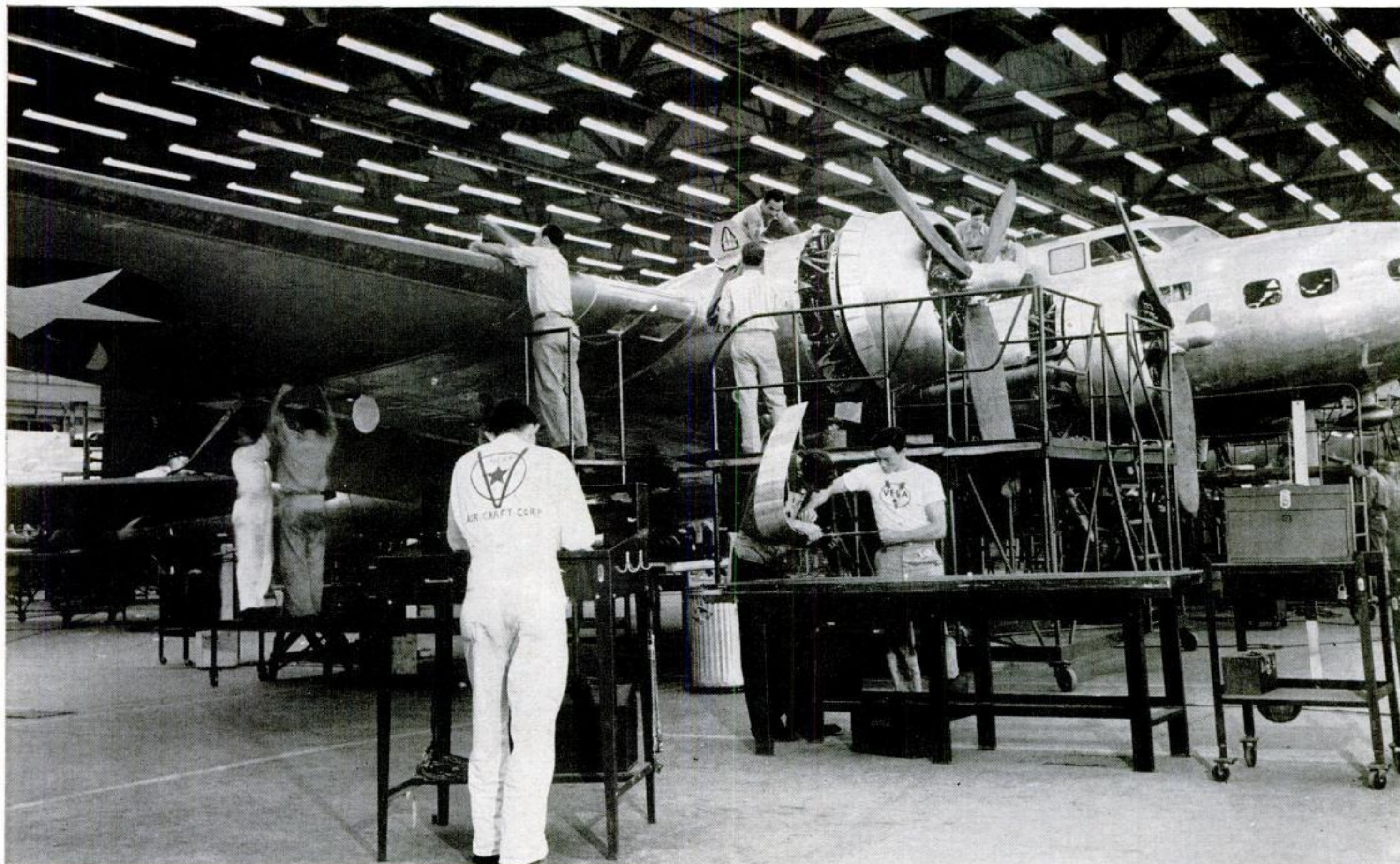
pitches in and does it. When North American runs short of landing-gear struts, it buys some that Douglas doesn't need right away. In a single month, the Council's work has prevented or broken up more than 1,800 bottlenecks, great and small, in an industry where any bottleneck, whether small or great, may turn out to be a matter eventually of life and death.



The biggest big shots of the aircraft industry get together regularly at lunch as members of the board of Aircraft War Production Council through which companies work out co-

operative methods for the industry's and the country's common good. All these men are No. 1 executives. Standing is Ryan's T. Claude Ryan. Seated (*l. to r.*) are: North Ameri-

can's J. H. Kindelberger, Lockheed's Robert Gross, Consolidated-Vultee's Harry Woodhead, Douglas's Donald Douglas, Northrop's La Motte Cohu, Vega's Courtlandt Gross.



Cooperation between rival companies shows in the making of this airplane. It is a Boeing B-17 Flying Fortress which the Vega plant is making from Boeing's designs. Vega, Boe-

ing and Douglas (which is also making B-17's) pooled their facilities to set up new production lines. Vega sent men to Boeing to assist in detail work and make forms for both

Vega and Douglas. Lockheed lent a new template process to help out. Vega now makes certain production parts for Douglas and Douglas makes production parts for Vega.



Cooperation between workers and bosses is furthered by the labor-management councils set up to exchange ideas and complaints and to help push the war effort. This is the

council at Lockheed sitting down to plan a "Second Front" drive to sell war bonds to employees. The councils serve as a place where either side—but mostly the workers—can

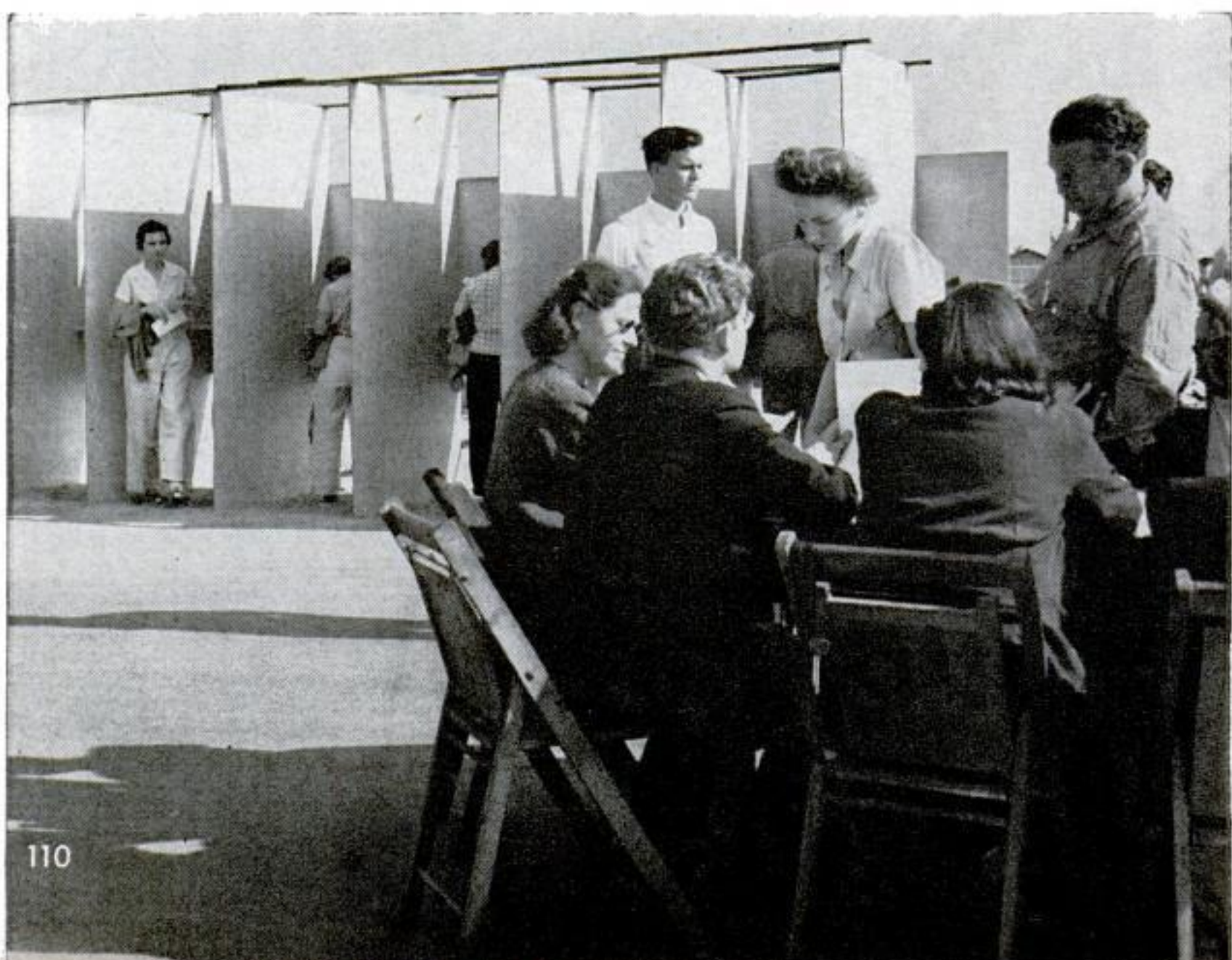
get a fair chance to air their gripes about production and put forward their solutions for improving methods. They also discuss vital matters like transportation and housing.



The A. F. of L. holds a welcoming meeting for new members it recruited from a Douglas plant into its Aeronautical Mechanics lodge of the International Association of Machinists. Although C. I. O. is ahead of A. F. of L. in organizing aircraft in the rest of U. S., the A. F. of L. is ahead in Southern California.



The C. I. O. gives handbills to workers leaving a Douglas plant. Five years ago Douglas broke a C. I. O. sit-down strike. It and Northrop are only major companies not unionized. Below: workers at Bendix vote in labor-board election which left issue undecided between C. I. O. and plant union. Plant union won runoff.



WEST AT WAR (continued)



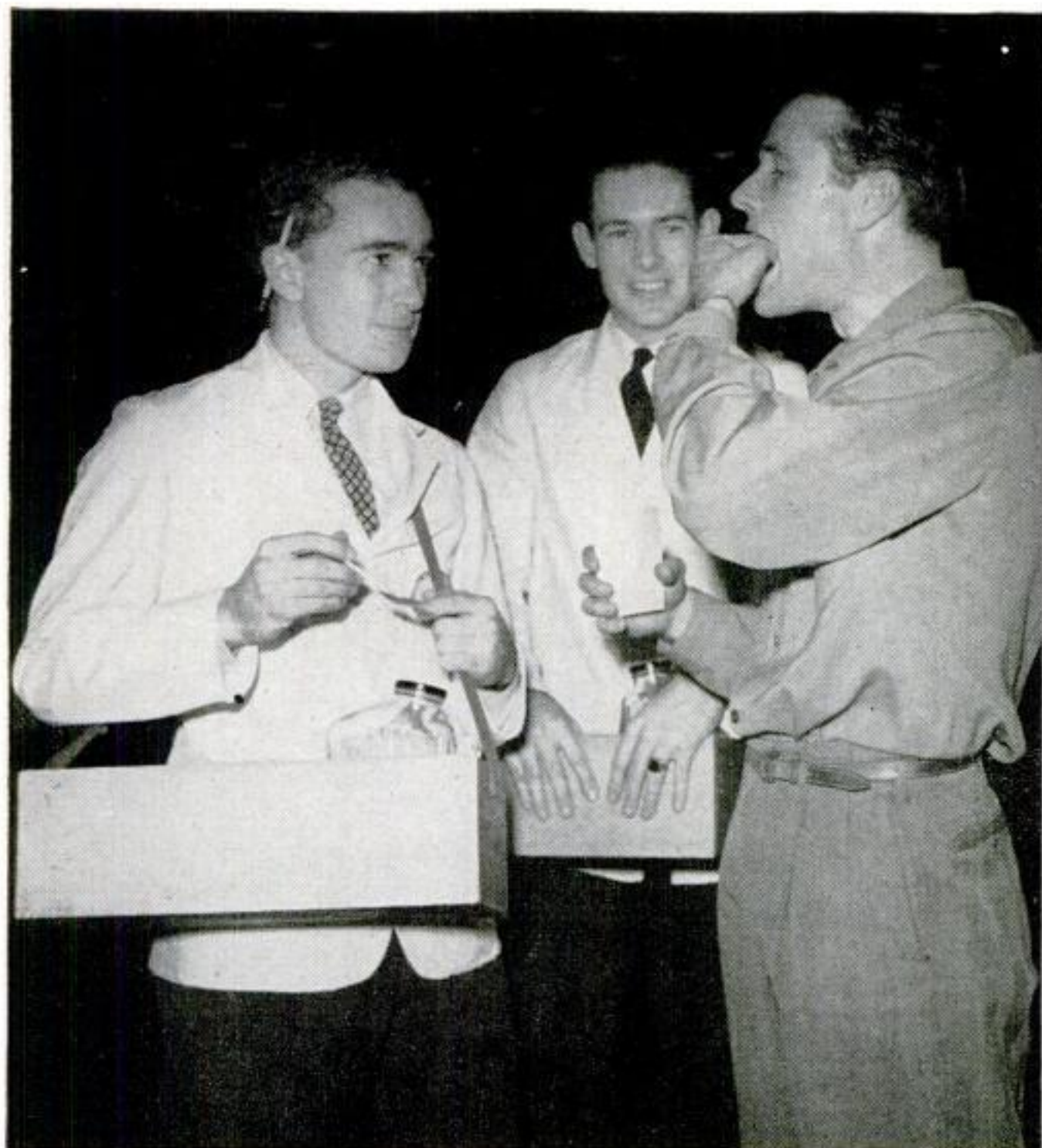
Negroes and whites work together in the airplane plants with very little friction. Filipinos and Mexicans also work in factories without producing any great problems.

SHOWMANSHIP KEEPS

The bosses who try to get along with other bosses also try to get along with their employees. Almost all the big aircraft plants are unionized and the top bosses are on familiar and usually friendly terms with the top union leaders. Although the C. I. O. and A. F. of L. are organizing for all they are worth, no grave jurisdictional disputes have arisen. There have been no serious strikes in the aircraft industry at all since the unauthorized North American sit-down a year ago.



Fun after work usually means going to swing-shift dance halls or all-night movies. But recently the swing shift at California Shipbuilding took over Earl Carroll's night



Vitamins for workers are given out at Lockheed by researchers from the California Institute of Technology. This is experiment to see if vitamin pills push production.

THE WORKERS HAPPY

In dealing with their employees, aircraft companies go in heavily for showmanship. There is a fine air of Hollywood razzle-dazzle in their employe relations. During lunch periods and after work workers get free entertainment (*see right*). Whenever a company's airplanes do well in battle, bulletins and congratulatory letters are read over factory loudspeaker systems in just the way that movie companies brag about rave notices or box-office records their new film has achieved.



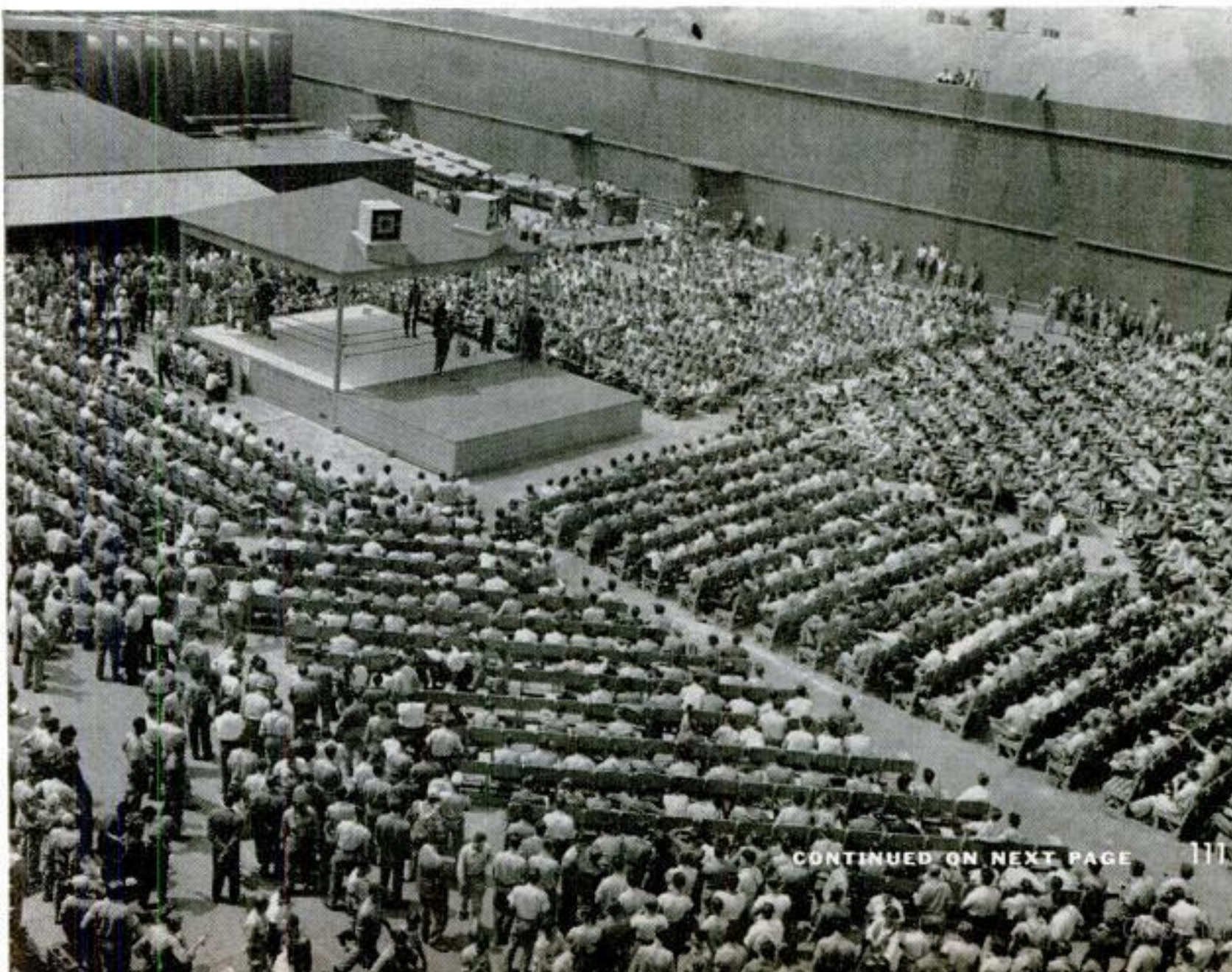
club all to itself. Still in their work clothes and flush with money, the boys ate well, drank happily and tried to have fun with the girls the same way rich playboys do.



Dances for Douglas workers are held during lunch with music by Douglas Welfare band. To keep workers at their jobs and in a productive state of mind, Douglas Welfare Association has full-time lawyer who advises employes on lawsuits and financial troubles, and sends man to court to pay workers' speeding fines.



Something goes on every lunch hour. Above is style show given at Lockheed for a munching mass of workers. Local store sends the models. Below is boxing match at North American with men from the factory as contestants. Other programs include movies, news broadcasts, visits from heroes and movie stars.



WEST AT WAR (continued)

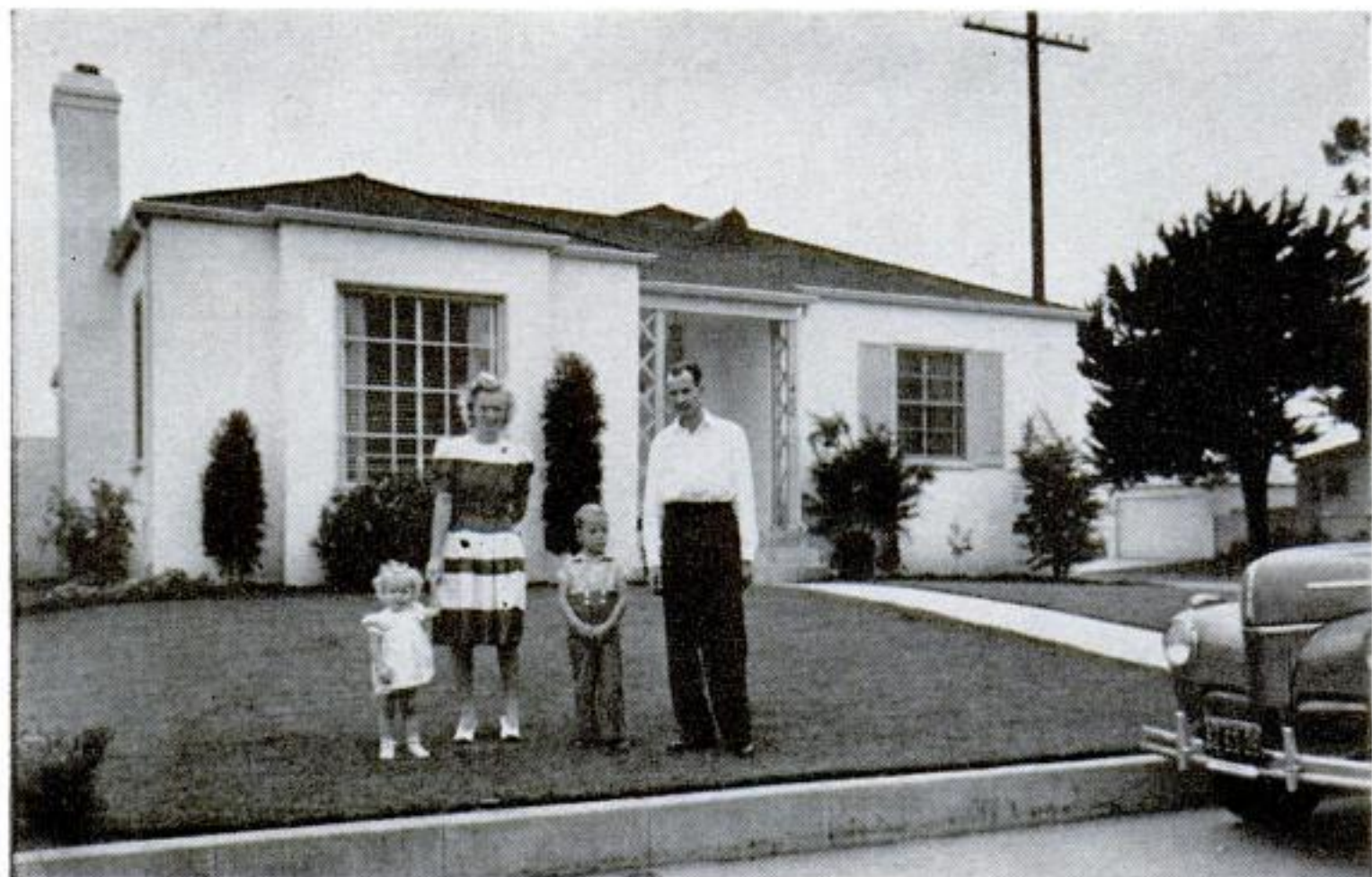
IT FINDS PLACE FOR HOME AND CHILDREN

Oak St. in Santa Monica, where most of the houses are occupied by aircraft workers (*see below*), is only five years old and yet it seems a well-established residential section for Southern California. New houses have been popping up like toadstools in a rainy autumn. The Government has spent \$29,700,000 on housing and private builders have spent \$110,446,000. But

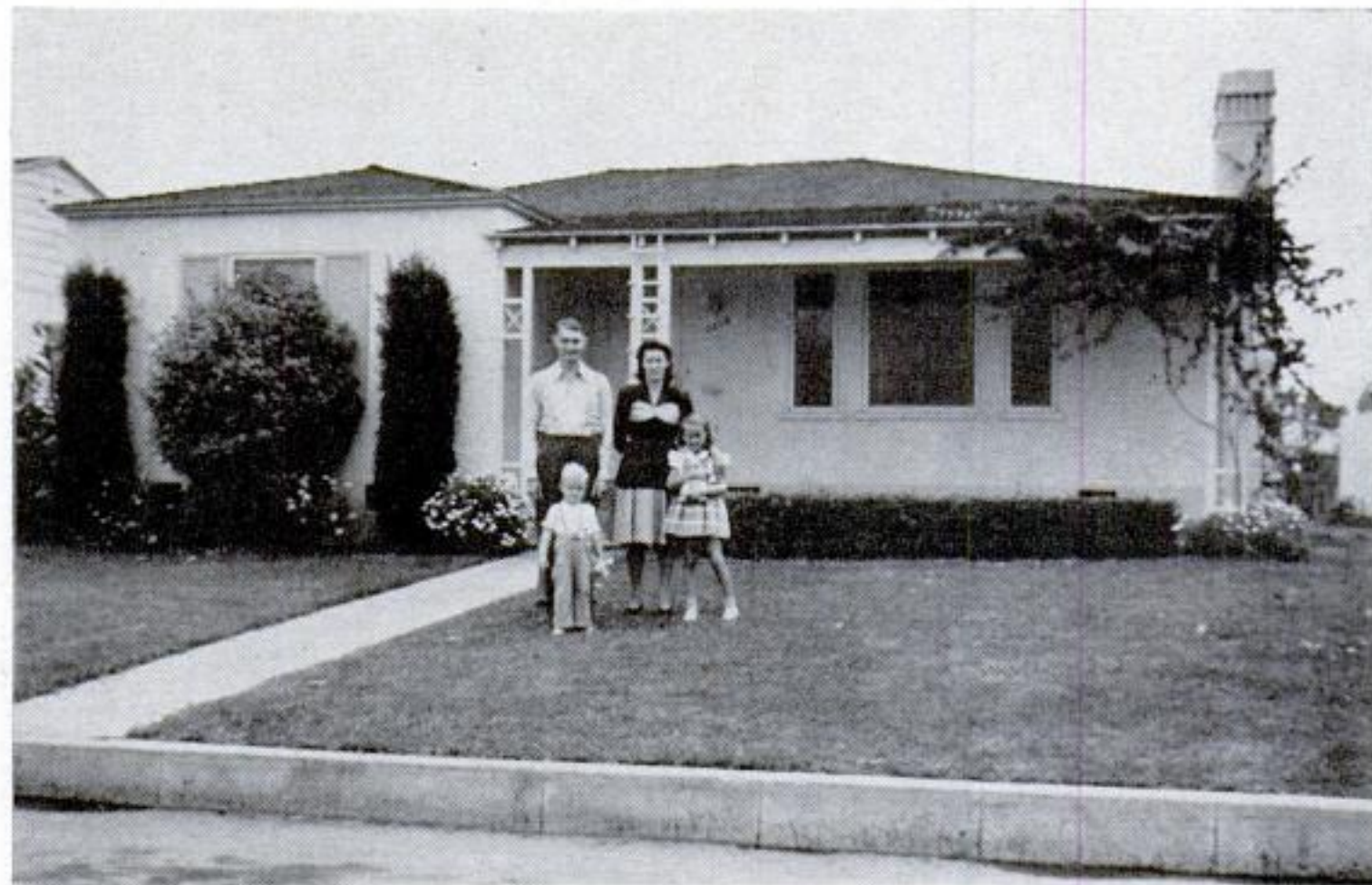
some families still live in trailers—many, to be sure, because they like trailers. Boardinghouses are jammed. The housing situation, however, is better than in most expanding industrial areas. A number of tourists and retired folk scooted out of the State as soon as the war started, leaving their homes available. Building in Southern California is simple. No central heating sys-

tems, heavy construction or cellars are needed. The one-story bungalow is an ideal type.

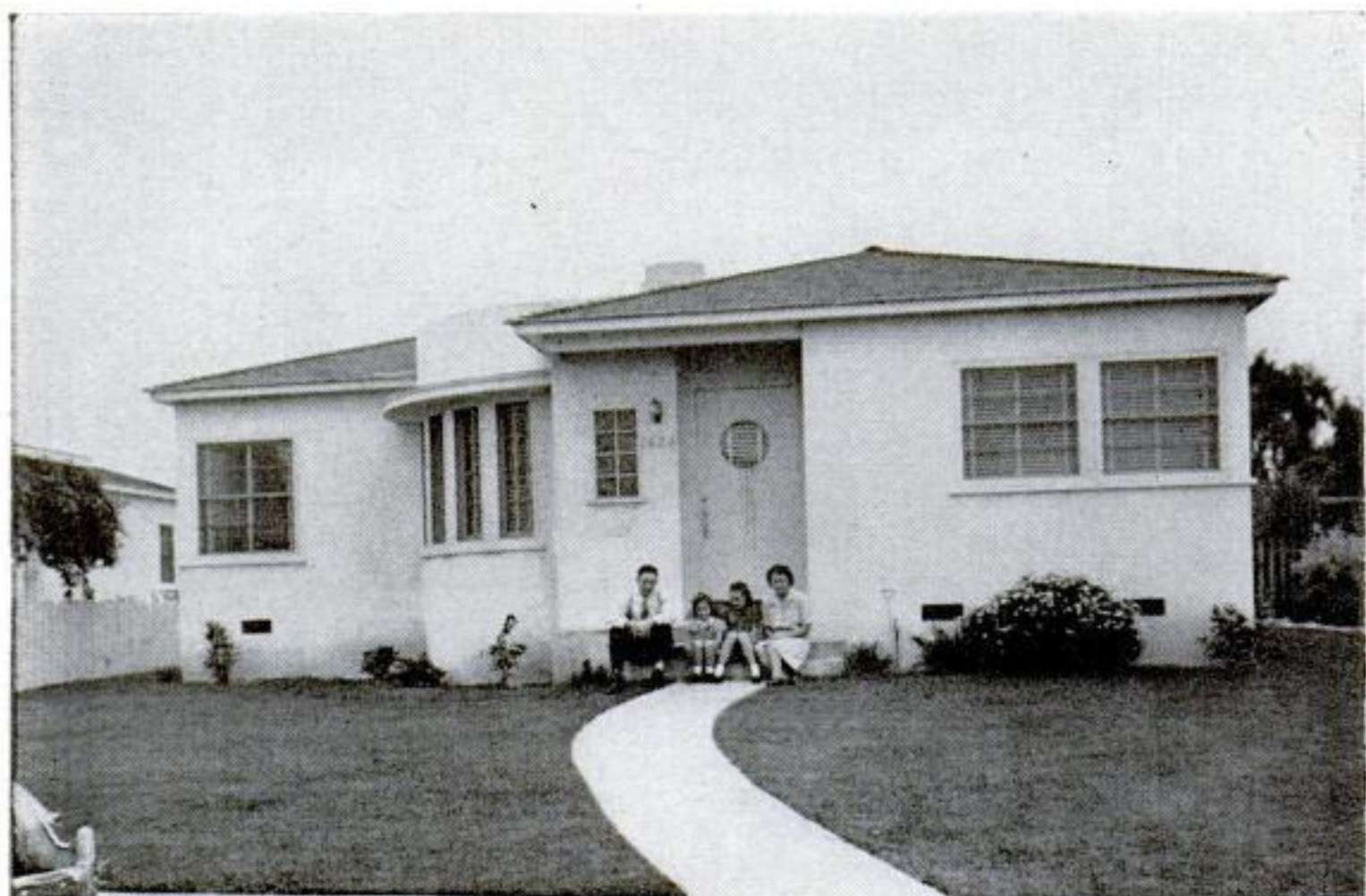
There is another major family problem. Because many mothers are going into war work, something has to be done about their children. Private day nurseries take care of many. Now the big companies are planning nurseries for the children of their women workers.



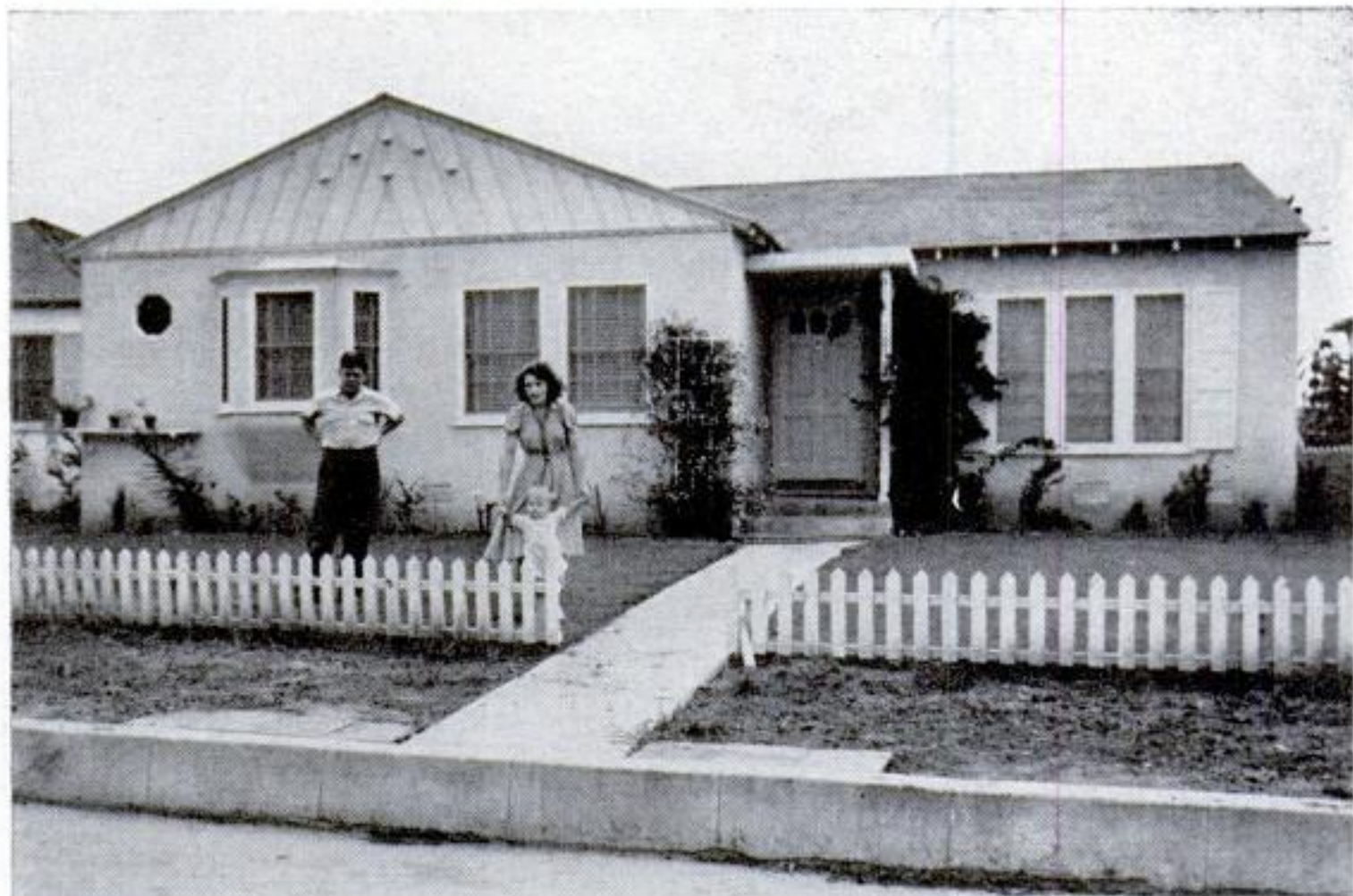
At 1402 Oak St. live the Pattersons—Homer L. Patterson, 36; his wife, Rebecca; his children, Albert, 5, and Mary, 2. Patterson works at Douglas, less than a mile from his house, and is in charge of personnel research. Like all the houses on Oak St., 1402 is a one-story bungalow.



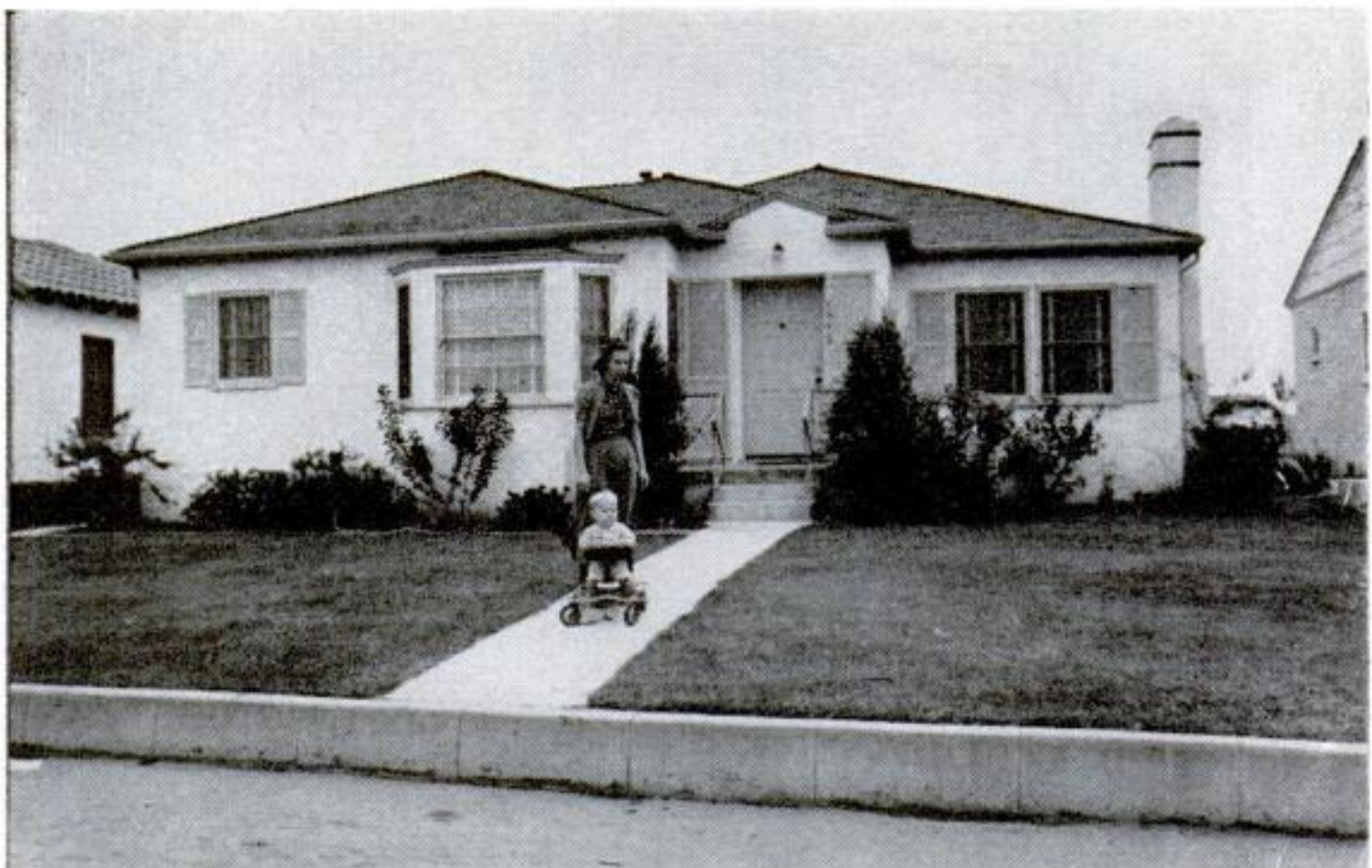
At 1414 Oak St. live the Kies family—Albert Kies, 42; his wife, Dora; his children, Carol, 6, and Preston, 2½. Kies is an angle former at Northrop. He comes from Missouri and his wife from Idaho. They have lived in California for ten years, moved into this house four years ago.



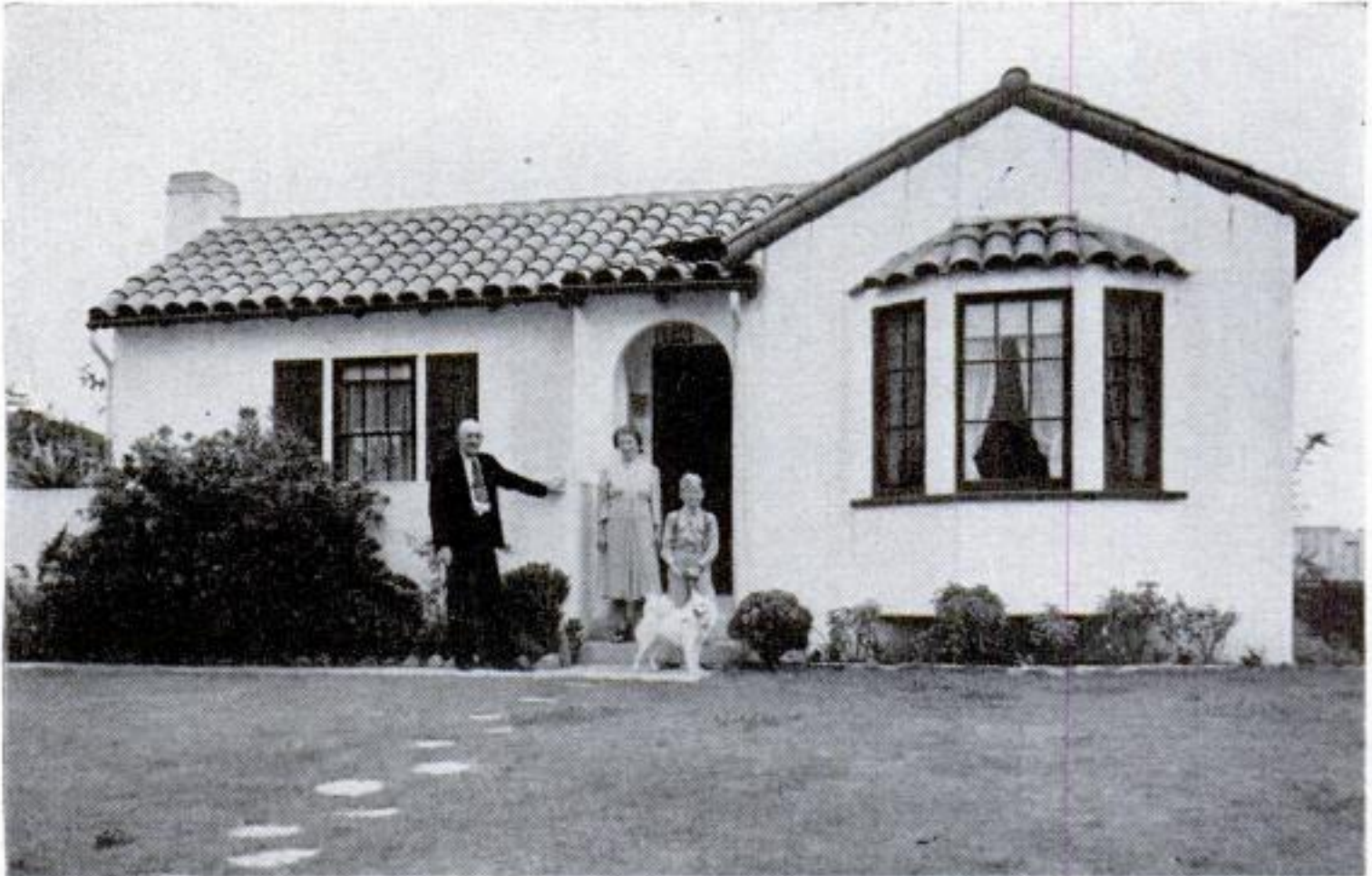
At 1424 Oak St. lives Darrus E. Feathers, 34, with his wife, Nellie, and his two daughters, Jo Ann, who was 9 years old on the day this picture was taken, and Patricia, who is 6. Feathers works in the supervisory department at Northrop. He built this house and moved in last spring.



At 1510 Oak St. live the Millers—Arthur Miller; his wife, Andree; and their only child, 13-year-old Arthur Jr. Mr. Miller, who is away from home a good deal, is an airways communications inspector for the Civil Aeronautics Authority. The little child in this picture lives next door.



At 1516 Oak St. live the Kiesteres—Donald Kiester, 28; his wife, Vivian; their 16-month-old son, Donnie (Donald Jr.); and dog, Suzie Q. Mr. Kiester, machinist at Douglas, was off at work when this picture was taken. The Kiesteres came to California from Pittsburgh four years ago.



At 1520 Oak St. live Harry Cluff, 59; his wife, Lilian; and Barry Alford, 10½, who lives with the Cluffs because his father is in the Army Air Forces. Cluff is a clerk in the Douglas paint stockroom. His house cost about \$5,000, including land, which is average for Oak St. houses.



Her work at Vega over for the day, Mrs. James M. House, whose husband works in a bank, calls for Jimmy Jr. and Cathy at a WPA nursery



MADAME LITVINOFF

ENGLISH-BORN WIFE OF THE SOVIET AMBASSADOR, WHO HAS CHARMED THE WASHINGTON DIPLOMATIC SET, WRITES A CLOSE-UP OF HERSELF

by IVY LOW

The Litvinoffs, Maxim and Ivy, arrived in Washington (he for the second time, she for the first time, as they say of Hollywood marriages) on Sunday, Dec. 7, 1941, and are as likely to "Remember Pearl Harbor" as any American. Madame Litvinoff settled down quickly to the plush and gilt splendors of the house on 16th Street. She is used to houses like this—it seems to be the sort of house revolutions tend to inherit everywhere, she says. America didn't take any getting used to. The people talk English and that was all right with Madame L., who, as the press never tires of telling the world, is "the English-born wife of the Soviet Ambassador." She took the importunities of the gossip-gals, and a fair-sized fan mail, in her stride, and got down to the real business of an ambassador—visits, like those of angels, short and far between. But the visits were returned, and in the meantime there were dinners, receptions, and speaking at Russian War Relief meetings, so Madame Litvinoff was kept plenty busy her first winter in Washington.

Ambassadors are not only harmless, they are necessary. At social functions they have the heavy end to hold, ambassadors tending to leave the business of charming to their wives, while they themselves concentrate on a few persons of special interest at the moment. But there are no unimportant people for an ambassador. Everyone is important. Madame Litvinoff gets away with this part of her job by never thinking about it. She just likes people, that's all. She has a bad habit of saying what she thinks, but that seems to be all right in Washington. When she was at the Economic Conference in London, a Tory gentleman said to her, after the opening speech delivered by King George V in French: "Wasn't the King's speech good?"

"Not bad, for a king," replied Madame Litvinoff, somewhat disconcerting her husband, who overheard the conversation, and blowing the Englishman to the other end of the room, where he stayed as long as the lady from Moscow remained.

But Americans seem to be pretty tough. You can say what you like, Madame Litvinoff thinks, and they don't mind. Though she feels more at home among writers and artists, Madame Litvinoff moves over the parquet floors of embassies with what Tolstoi calls "that air of unconcern, indifference and benevolence towards all, which cannot be acquired." She is always open to the idea that the person she is talking to is an interesting human being. Once she found herself entirely surrounded by Supreme Court Justices, and had the time of her life. And a conversation with a Senator about

Though she has been in America less than a year, Madame Maxim Litvinoff, wife of the Ambassador from the Union of Soviet Socialist Republics, has become the most sparkling success in Washington's diplomatic set. This may be due in some part to the wave of enthusiasm for Russia. But mostly it is a personal triumph for Madame Litvinoff, whose wit and charm enliven the traditional dullness of Washington social events. Picture on opposite page shows her standing by the staircase of the Russian Embassy, before Vladimir Serov's painting of the Bolshevik attack on the Winter Palace at St. Petersburg (Leningrad) in 1917.

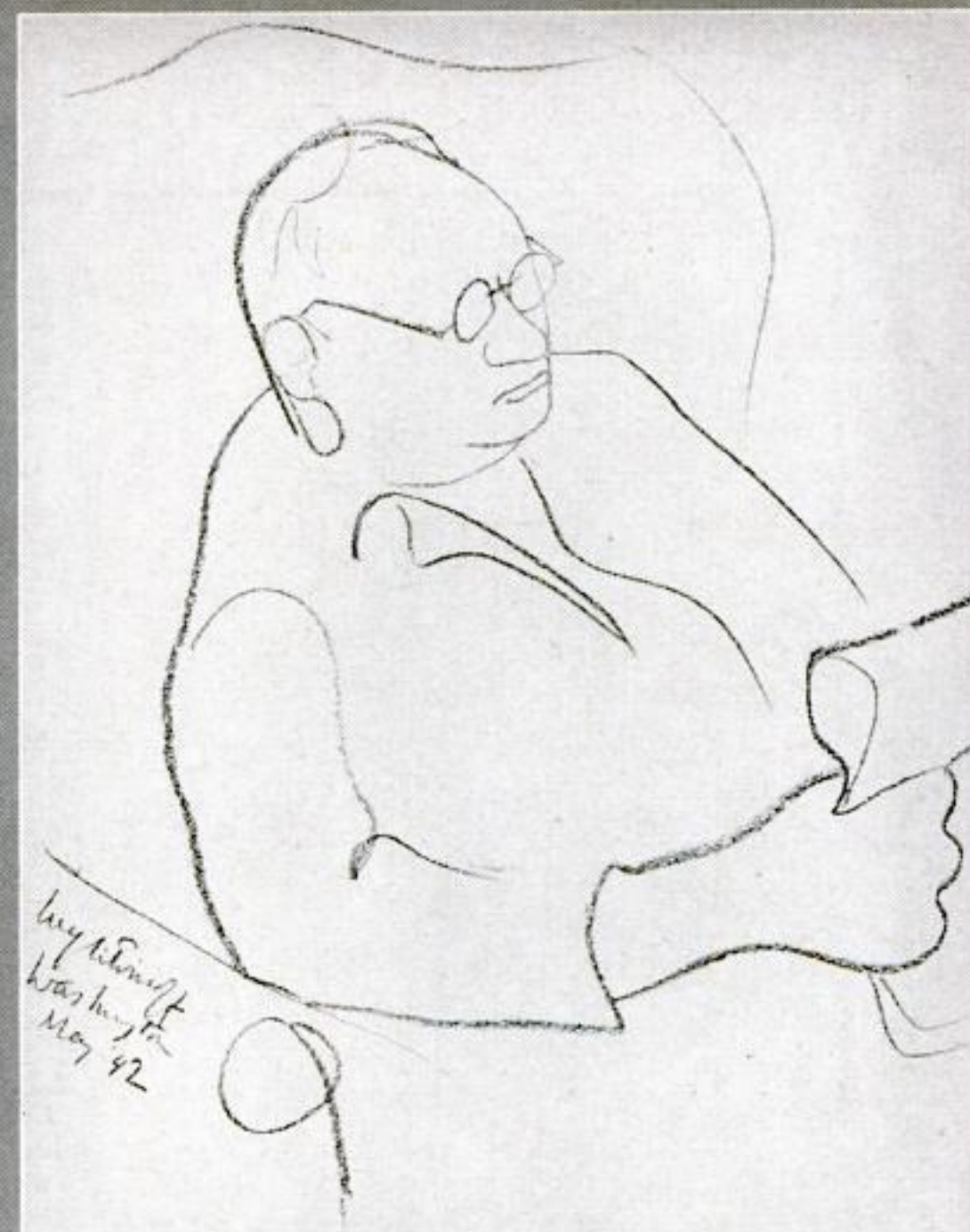
Instead of assigning a writer to do a close-up of Madame Litvinoff, LIFE asked the distinguished lady from Moscow to write it herself. She has signed it Ivy Low, her maiden name as a girl in London, where she was born. Besides being an accomplished writer, Madame Litvinoff is an artist who spends much of her spare time making sketches like those on this page.

had learned to say NO to people who wanted her to speak about the "Women of Soviet Russia" one night in Los Angeles and the next in Toronto. She found herself suddenly free to live her own life—which means drawing and writing and going to New York. Writing is her basic avocation ("I regard myself as more or less of a writer"), but drawing had long become a forgotten childhood aspiration by the time Madame Litvinoff arrived in Washington. A chance meeting in New York with a drawing teacher, who helped her as none had ever done before, revived in Madame Litvinoff the old longing. She has been wanting to draw ever since she was a child, but somehow it never came off. It has never been so near coming off as now, for in Washington she found a teacher of profound experience and artistic culture who seemed to understand all her difficulties. She began to draw three or four hours a day, working hard to make up for lost time, sometimes in Washington's Art Gallery, and sometimes getting a professional model to pose for her in the Embassy. She kidded herself along all summer that when winter came she would go to art school, but when fall came she realized it would probably be impossible. Art is notoriously long, and demands a concentration and regularity hardly compatible with diplomatic life.

Ivy Low, the future Madame Litvinoff, was born in Bloomsbury, the London district made famous by the English Victorian writers, even before its very name became synonymous with the literary coteries which sprang up in the 1920's. But Ivy was born in 1889, and Bloomsbury had then gone down in the world since the days when Thackeray's "nabobs" and great physicians peopled its porticoed mansions, and had become a region of furnished lodgings and boarding houses. Her father and mother in their modest lodgings might perhaps be regarded as unconscious forerunners of the great literary invasion of the present generation, for they were both writers and moved, as soon as they got to London, in an atmosphere of ink and paper. Her father, a philologist forced to turn first schoolteacher and then journalist in order to support a growing family, edited, with H. G. Wells, the *Educational Times*. The two of

music had notable results. You never can tell. Just the same, diplomatic life is exhausting and leaves very little time for other things, especially when it has to be combined with half-a-dozen appearances in a season on platforms throughout the country.

With the summer, social engagements grew beautifully less, the fan mail dwindled to almost nothing, the lady journalists found fresh subjects for their columns, and Madame Litvinoff



MADAME LITVINOFF MADE THIS SKETCH OF HER HUSBAND



ONE OF HER WASHINGTON SKETCHES: AN OUTDOOR ART FAIR



MADAME LITVINOFF'S UNFLATTERING PORTRAIT OF HERSELF

CONTINUED ON NEXT PAGE

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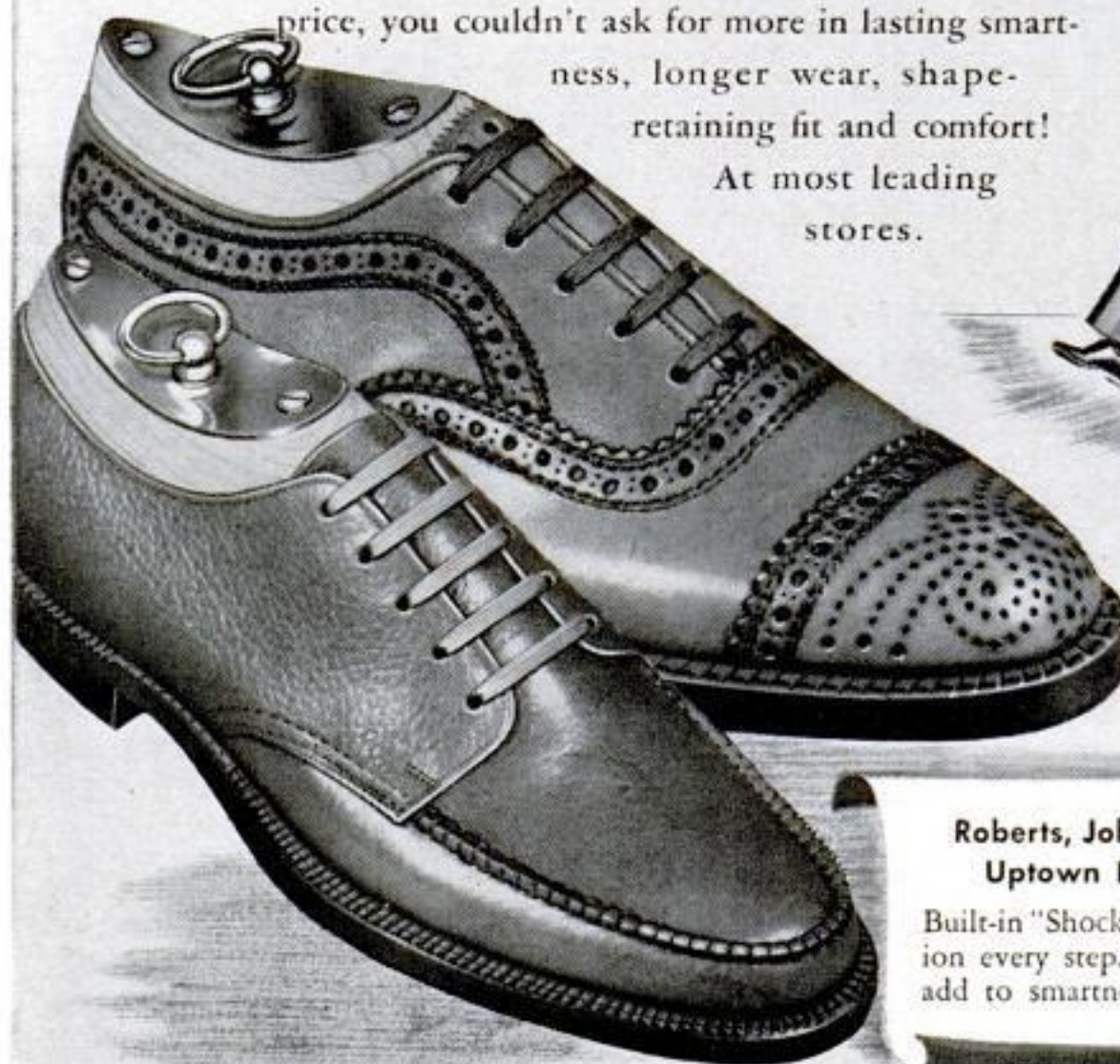
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Ivy Low at 15 wore her dark hair long and lived in English literary atmosphere.



Ivy Litvinoff at 35 was writing books and traveling widely among Europe's capitals.

MADAME LITVINOFF (continued)

them, as Mr. Wells himself told Madame Litvinoff many years afterward, contributed the entire contents. Her father also compiled English textbooks for examination and did the first translation into English of the work of the Norwegian writer Bjørnsen, specially learning Norwegian for the purpose. This crushing burden seems to have been too much even for his splendid mind and constitution, and he died at the age of 29 of pneumonia. His death changed the exclusively literary atmosphere a little, but not much, for Madame Litvinoff's mother never abandoned the writing career on which her first husband had embarked her, and her second husband, J. A. Herbert, if not a man of letters, was a man of learning. And he worked in that citadel of learning, the British Museum, so even when the family moved west, Bloomsbury was their background.

Madame Litvinoff's stepfather was (and still is) an expert on illuminated manuscripts. Even now, an old man surviving his wife, bombed out of his London apartment and far from his beloved Museum, he works daily on an ancient, partially burned manuscript, which can only be deciphered with the help of X-rays. Madame Litvinoff attributes much of her lasting interest in art to an early familiarity with the exquisite designs on the margins of these parchment missals and breviaries. Visiting savants from foreign countries frequently came to the Museum to consult the English expert, and Madame Litvinoff's stepfather used to converse with them in Latin, like the learned men of the Middle Ages, and for the same reason—because they did not know each other's language. Very often these foreign savants were brought to dinner in the distant suburb of London which was now the home of the family. As the three girls could not even talk Latin, the language of smiles and passing the salt was their only means of communication. But after dinner the song book would be brought out, and everyone would gather round the upright piano and sing French or German folk songs, while Ivy sat at the piano and played accompaniments. Later, when she found herself in foreign parts, she had ready-made phrases in French and German at her tongue's end.

All Madame Litvinoff's relatives on her father's side have been "intellectuals" (writers, teachers, and psychoanalysts) but her mother, who published a book of verse and three or four novels, seems to have been a white sparrow, with no family history to account for her literary gift. Madame Litvinoff's earliest memories are of piles of review books standing against the wall in the dining room. When the piles took on a sway-back, she helped her mother to make bundles of the books, and very often accompanied her to the Charing Cross bookshops at which they were sold. (Those were the days in which reviewers got more from selling books than from reviewing them.) Little Ivy got splendid practice in wrapping books in brown paper and making slipknots. She remembers also, with respect, the careful register her mother kept of every book that passed through her hands, with the date of reception, the date of review, and the date, place and amount of sale. Unfortunately, the inoculation of these careful habits did not take, and Madame Litvinoff herself never keeps a copy of a letter, and can hardly be persuaded to keep her engagement book up to date.

Since she has been in Washington, Madame Litvinoff has been constantly reminded of her uncles, Sir Sidney Low and Sir Maurice Low. They were both journalists, the former in London and the latter, as



The Litvinoffs attended World Economic Conference at London in 1933. As Red Russians, they were shunned socially at international gatherings of the 1920's and 1930's.

correspondent to the London *Morning Post*, in Washington. Each in his separate sphere seems to have made dents in female hearts, and when she first came to Washington Madame Litvinoff had to get used to meeting elegant middle-aged ladies who had been "so fond of your Uncle Sid," or, still more often, "your Uncle Maurice." Madame Litvinoff thinks her uncles were all right, though she is sure neither of them was half so brilliant as her father.

Madame Litvinoff thus came by her literary gift honestly. Her first creative effort was, like most people's, verse. She has had poems printed in several English papers, the *Observer*, *Evening Standard*, and in one or two weeklies, *Country Life* and *The New Statesman*. She says they were quite neat, but nothing special. During this lyrical period of her life she was always buying a paper in the street and opening it eagerly as she walked away, to see if her latest poem had been accepted. She was sometimes jeered at by rude men, who supposed she must have bet her shirt on a horse.

In her early 20's she produced her first novel, *Growing Pains*. She does not think it was a good novel, or even a novel at all by her present standards, but believes it was the cause of quite a few other books of the same sort—formless chronicles of childhood into adolescence, and early marriage. She is not at all proud of her second book, *The Questing Beast*, and once lent it to a friend with the words: "It makes me blush, but it won't make you." Still *The Questing Beast* was more of a story than *Growing Pains* and showed a certain power of creating people out of words. Then she got married and didn't write anything at all for more than a decade, when she brought out her third book, *His Master's Voice*.

His Master's Voice was a mystery story, the plot hanging, believe it or not, on a cracked phonograph record. Madame Litvinoff is less modest about this book than about the others. In fact she was once heard to describe it as "quite moderately not so badly written." She believes it is the only detective story with a Moscow background. She's a bit puzzled how she came to write it as she's not really a detective-story fan herself.

A disciple of Marx discovers Jane Austen

Ivy Low met Maxim Litvinoff in Hampstead, London, the favorite residence of Russian emigrés fleeing from tsarism. Hampstead is the Greenwich Village of London, but has retained far more of its oldtime flavor than the Village has. When the Litvinoffs were married in 1916, two years after the outbreak of World War No. I, English Ivy Low became a friendly alien. Up to the outbreak of the 1917 Revolution she lived with her husband in Hampstead, "and had a baby, and all that." Under her husband's tuition she made a good effort to conquer the Russian language, but conjugal lessons are seldom a success. Her own attempts to imbue her Marxian husband with her special taste in English literature were a good deal more successful than his to teach her Russian, and Mr. Litvinoff discovered new pleasures in reading about Miss Austen's polite spinsters, and Anthony Trollope's parsons and politicians. D. H. Lawrence didn't go so well—his books seemed to be all about nothing to a man who had read *Das Kapital*.

The Litvinoffs' first baby was born about three weeks before the abdication of the Tsar and the establishment of Kerensky's "Provisional Government" in 1917. Madame Litvinoff will always remember the day the news came. It was a misty morning in March, and

CONTINUED ON NEXT PAGE

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MADAME LITVINOFF (continued)

the nurse came in as usual at 8 o'clock to draw the curtains. The new mother asked for the day's paper. The nurse said there was nothing in it, just another zeppelin raid over the East End of London, but it had been beaten back, and nothing new from the front. She had not paid any attention to events in a far-off improbable land called Russia. The first Madame Litvinoff heard of the Revolution was by phone from her husband, who had been so excited that he had got into his bath without turning the taps on that morning, stepping solemnly out to dry his dry body after a few moments soaking in the cold air of a London bathroom.

The baby boy Misha was only 9 months old when the Bolshevik party came into power in November 1917, and in January 1918 Maxim Litvinoff was made First Proletarian Envoy to the Court of St. James's. The baby was now old enough to be parked, and Madame Litvinoff went into town daily with her husband, to help with the chores around the "People's Embassy" in Victoria Street. But in August 1918 a second baby (Tanya) was born, and news came of the imprisonment of Bruce Lockhart, British envoy to Petrograd, on a charge of conspiracy against the new government. By way of retaliation Mr. Litvinoff and his staff were sent to Brixton prison, where their cells were marked "Reserved for the Military Guests of His Majesty." Soon after, Maxim Litvinoff went to Russia, leaving behind him a young wife and two small children. Madame Litvinoff thinks these were the dullest, hardest months of her life. Fifteen months later she joined her husband in Copenhagen, where he was sent on a mission to negotiate with several foreign governments, and by 1921 the whole family was established in Moscow.

For the first two years of Madame Litvinoffs' life in Moscow the children were very much on her hands. They went to kindergarten, it is true, but they always seemed to be coming back. The Litvinoffs lived at first in what is now the British Embassy in Moscow, a house with magnificent halls and staircases, and rooms full of art treasures and junk. Every night while the children were little, Madame Litvinoff would visit one of these halls of splendor, paper and pencil in hand, and when Misha and Tanya waked up in the morning there was always a "pattern" for each on the bedside table. Their part of the game was to go through the house themselves, and discover from what carpet or bit of tapestry or carved door Mamma had taken the pattern. They soon learned to retaliate, and Mamma was confronted with many a strange pattern, which it was often very hard for her to trace. Later Tanya became an art student, and believes that it was this game of patterns that gave direction to her mind.

Animals have always played a great part in Madame Litvinoff's life. She gets her passion for them from her English parents, and her children have inherited it from her. This is of course definitely an Anglo-Saxon trait though Madame Litvinoff has met with a great deal of real feeling for animals in Russia. Her husband's chief idea when he sees an animal of any sort is to feed it, and the family dogs have always been as stout as their owners came to be in later life.

Experiment in teaching English to Russians

As her boy and girl grew up, and became more and more independent of her time and care, Madame Litvinoff began to look around for something to do. There was not much diplomatic life in those early years in Moscow, and time began to hang heavy on her hands. There has never been a moment when a woman couldn't get herself congenial work in the Soviet Union, but Madame Litvinoff's poor knowledge of Russian debarred her from many jobs which might have been of the greatest interest to her. The only work that suggested itself to one with such a strong pedagogical inheritance was the teaching of English.

She began by trying to teach adults. She had up till then so little curiosity about the structure of her native tongue that when her pupils asked her awkward questions, such as "When do you use the Present Perfect?" or "How is the Passive formed?" she had to put them off for the moment, and take the questions home for consultation with her husband, who, she soon found, knew much more about English grammar than she did. The lessons went very well at first, in a Berlitz sort of way. She soon taught her students the ceiling and the stove, the nose and the mouth, and had them memorizing useful little questions and answers, so that they could ask each other: "Where do you live? How old are you? What do you do? Have you any children? Is this a book?" and receive the extremely satisfactory replies: "I live in Moscow. I am 28 and I am a book-keeper. I have two children. No, it is a box."

But the students refused to continue memorizing questions and answers when they found they were no nearer to reading the news-

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It's
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Preserves and Jellies
20 SPECIALTIES AT YOUR GROCER'S



STOP
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CONTINUED ON PAGE 121

3 reasons why Lionel's never been a Bridegroom...



Two burning desires torment Lionel. He'd like to be in uniform, and he yearns for romance. So far his flat feet have kept him in civies—and what civies! Fact is, the girls don't go for Lionel's clothes. It would help a lot with the Fair Sex (and give Lionel's morale a mighty boost) if he'd exchange that old school sweater for a piece of Skipper Sportwear.

* * *

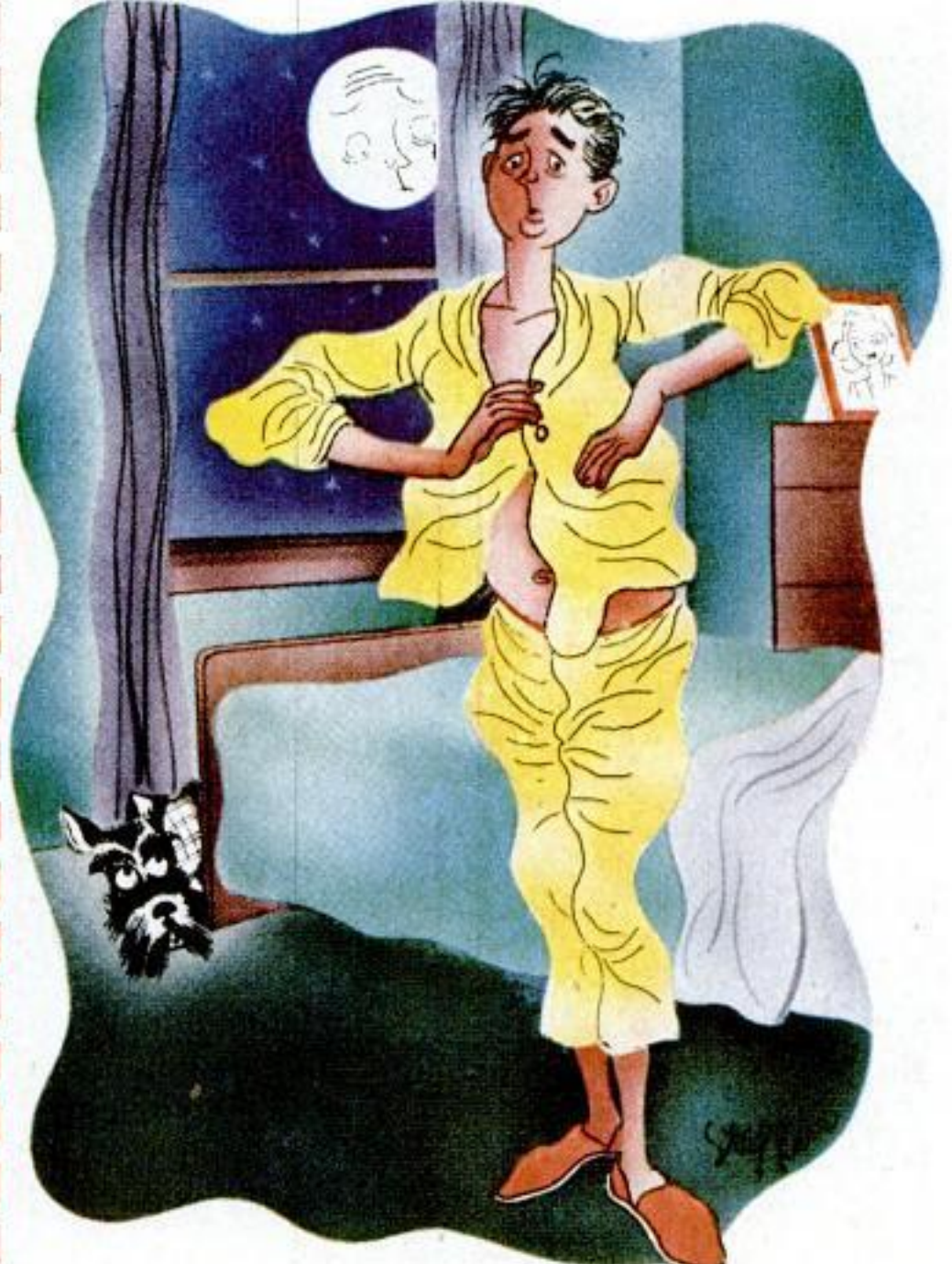
Is it time that you, too, treated your torso to a new sweater? One of a complete line of Skipper Sweaters is the angora-type pullover pictured below. Soft and luxurious—but it'll outwear your most optimistic hopes.



No classic picture is Lionel in business clothes. Many girls think he must personally run up those so-called shirts on his mother's sewing machine. They bulge like bustles around his waist. Their collars point rudely in all directions. It's very sad. Yet for the same modest sum he now spends, he could array himself in Shirts by Wilson Brothers.

* * *

There's comfort, there's a custom-tailored look, there's real manly style in every Wilson Brothers Shirt. Collars are triumphs in tailoring. And the V-Shape tapers down from shoulders to a trim, flattering waist fit.

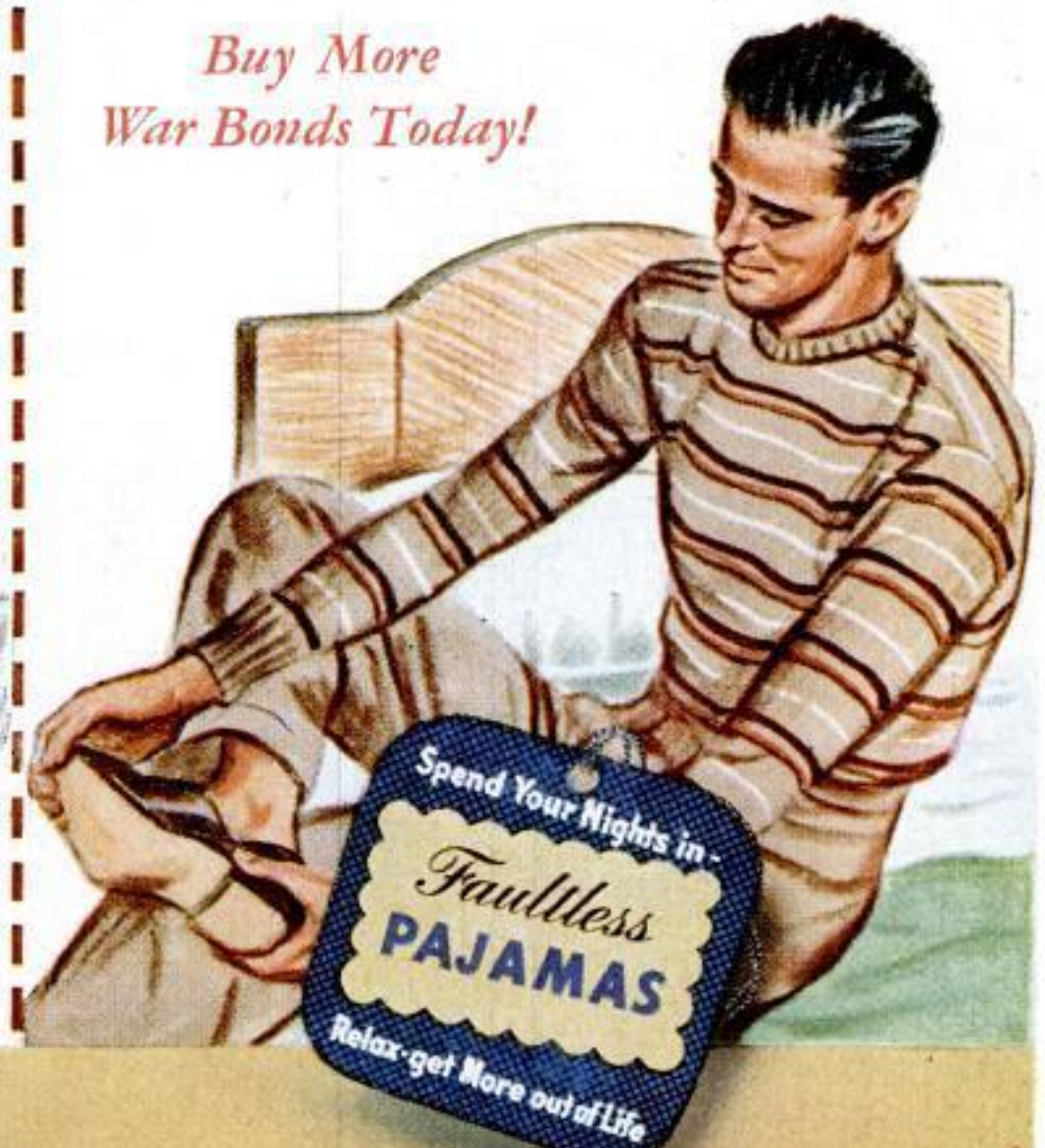


A private affair is Lionel's night life. But those economy-cut pajamas he wears are rattle-tales. Lionel can't keep from yawning during his hostess's favorite stories. His pajamas are rest-robbers. They bind and strangle every time he turns over. Lionel could easily get a better night's sleep by retiring sensibly in Faultless Pajamas tailored by Wilson Brothers.

* * *

Popularity secret of Faultless Pajamas is their respect for freedom. Generous cut in shoulders and seat adds comfort, prolongs wear. New fabrics and patterns are certain to please conservative and flamboyant tastes.

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makers of quality men's wear
for three-quarters of a century



Because you're that kind of a girl

WAS IT REALLY just a week ago, Mary, that I kissed you good-by at the station? A week ago? It seems a century.

It's funny, in a way, how being alone in this empty house I've learned a lot about you... how everywhere my eye wanders there's something that tells me the kind of girl you are—in a way I never really understood before.

There's a little pewter vase on the bookcase. When you're home, there are always flowers in it. A rose or two, or a bunch of violets. That shows something about you.

There are your dresses hanging in the closet. You never buy many clothes. You'll choose one good dress instead of a lot of cheap ones—and go on looking lovely in it for years.

And there's the little bench by the fireplace. You worked a whole winter doing the needlepoint to cover it. I couldn't see why

you took the trouble, but you said, "Darling, it'll be something we'll have for all our lives."

Yes, so many things speak of you, and your—I guess you'd call it a sense of values. You've never compromised with second-bests, if you could have a little of something fine.

That's why tomorrow, Mary, I'm going shopping for that birthday present you never got. And when you come home, you'll find a set of really fine sterling silver.

You've always wanted it, I know, because it's... well, like your needlepoint bench—only so much more so! Because it stands for the things that are fine and real and enduring—the kind of things you believe in. I guess nothing in the world could give you so much pleasure, or be so right for you. So tomorrow, darling, I'm going out to buy our International Sterling in your favorite pattern, because...

well, just because you're that kind of a girl.

If you choose sterling by International, you will always know...

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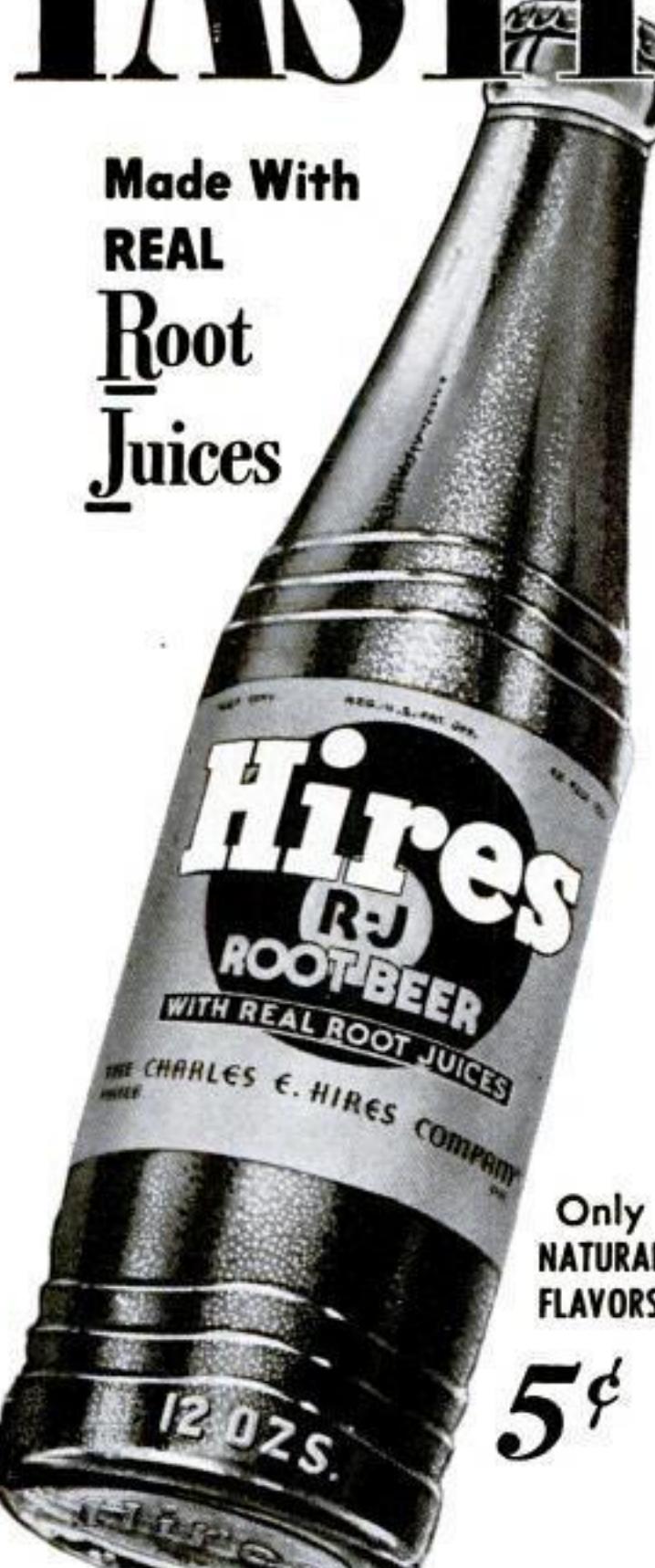


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These toasted cheese sandwiches are delicious! 1 cup grated American cheese, 1 to 1½ teaspoons Colman's (dry) Mustard, 6 slices white bread cut ¼ inch thick, 3 tablespoons softened butter. Mix mustard with cheese and spread thickly on bread. Put together as sandwiches. Spread ½ tbsp. butter on each outer side of sandwich—then toast on each side under broiler at moderate heat till cheese is melted and bread is golden brown. Makes 3 sandwiches. Serve with crisp relishes (radishes, sweet pickles, celery curls, carrot sticks, etc.).



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Family group in their Moscow apartment in 1933 included "Papa" Litvinoff, then Soviet Foreign Commissar, Tanya, Misha and "Mama." Tanya is now an art student.

MADAME LITVINOFF (continued)

paper or understanding conversation than they had been at the beginning. "They had a very nice pronunciation," Madame Litvinoff recalls mournfully. "But they had nothing else at all. Once an inspector came and asked my best pupil: 'Are you a man or a woman?' The pupil replied: 'No,' and when he saw me looking at him reproachfully, he tried to make things better by saying: 'No, I am not a man or a woman.'"

Remembering how French and German songs at the piano in her girlhood had helped her later when she went abroad, Madame Litvinoff taught her pupils lots of English nursery rhymes. Before the class broke-up in despair they all knew *Polly, Put the Kettle On*, and *Baa! Baa! Black Sheep* and *I Had a Little Nur-Tree* and a whole lot more. Madame Litvinoff hopes that was at least something for them.

There was generally a piano in the classroom, but Madame Litvinoff was vexed to find that ten years of playing five-finger exercises in the drawing room had not equipped her to play simple accompaniments to the old songs she knew so well. Someone told her of a composer who taught harmony by a special system and she went to him and asked him how long he thought it would take her to get to the stage of improvising simple accompaniments to familiar melodies. He thought it would take about two years. And it did.

Learning Russian language at 42

Then began what Madame Litvinoff calls her "Harmony Era." Learning the rules of harmony was the toughest thing she has ever done and she was 42 when she took it up. It all had to be done in Russian and the terminology was completely unfamiliar—the very notes have different names and the comfortable scale of C is no longer an anchor. Her teacher had difficulty in realizing that a pupil who played Bach inventions with facility and the slower movements of Beethoven sonatas with the allegro played moderato had not the faintest idea what the subdominant meant.

"Nothing will ever be more difficult than learning to resolve septachords," she says. "I just listened to him with my head down and the moment he was out of the room rushed back to the piano and tried to do everything he had told me by memory because it seemed as if I hadn't understood a word of it."

One day, after two hours of wrestling at the keyboard, the tonic, the subdominant and the dominant came rolling out, and a maid with the wonderful name of Pelagaya Afanasevna, who had been suffering in the kitchen all the time, put her head into the room and said: "Look what desire can do!" Madame Litvinoff believes a child of 8 could have learned in a year without the slightest trouble what it took this middle-aged woman two years of unending effort to master. But at the end of the two years she could improvise song accompaniments and was on the way to getting almost as knowledgeable about music as her son, who was always ready to help her out with a difficult composition.

During a visit to London in 1931 Madame Litvinoff met C. K. Ogden, the inventor of Basic English, and what she calls the "Basic Era" in her life began. Mr. Ogden told her all about Basic English and her interest in teaching began to revive. When she returned to

CONTINUED ON NEXT PAGE



A pleasure jaunt that consumes no gas . . . WEBSTER

Burning up the miles without gas or tire worries may once have been fun. But there are plenty of pleasures left in the more leisurely forms of recreation and relaxation. And even these can be stepped up—with better smoking. . . . WEBSTERS.

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She teaches Basic English to a class of Russians at Sverdlovsk. Madame Litvinoff introduced Basic to Russia and wrote the standard texts which thousands have studied.

MADAME LITVINOFF (continued)

Moscow she decided to begin all over again. Everything was quite different now. Basic English makes the work a cinch for the teacher and the student really does learn something. After about a year of teaching in Moscow, she got a book out called *Basic Step by Step*. The title and the texts were Mr. Ogden's but there was a tremendous job for Madame Litvinoff and her assistants in adapting the texts for Soviet aims and ideology and in supplying grammar rules in Russian and getting the right pictures. She remembers fondly the summer months in Moscow during which she and her "Basic Girls" worked on it. "We worked in two rooms with a typewriter in each," she says. "An English one and a Russian one." The rooms got so filled with galleys and typescript, all being worked on at the same time, that they dared not let the dog in. They worked like Pendennis, with the printer's devil sitting in the passage and snatching wads of typescript from them. The hours passed so unnoticeably that if it had not been for Pelagaya Afanasevna, who pried them off the typewriters every three hours and dragged them to the dining room, they would have starved.

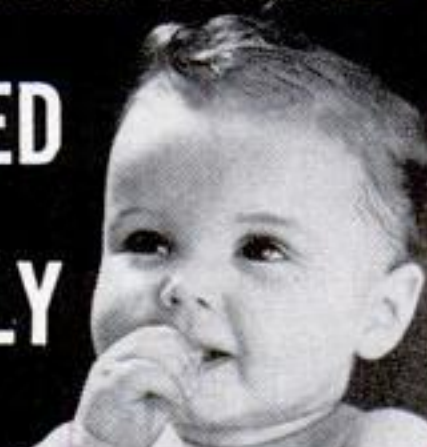
Madame Litvinoff says nobody knows what trouble is who has never tried to compile a foreign-language textbook. You're always discovering you've forgotten to mention the position of the adverb in the sentence, or something, and there never seems anywhere you can push the damn things in. After the book had run into two or three little editions of 30,000 or so without making any perceptible dent on public opinion, Madame Litvinoff started on another—the book of the words for a phonograph course, complete with records. This was ever so much easier, for so much experience and classified material had already been accumulated. It ran through its editions of 30,000 at a time and the Soviet schools absorbed them all and asked for more.

Bears and pigs at a diplomatic party

Diplomatic life in Moscow had now become something to be reckoned with. Country after country had decided to "recognize" the existence of the Soviet Union and by the time the first American ambassador arrived there were dinner parties or receptions almost every evening. Ambassador Bullitt's "zoo party" will long be remembered by every Russian who attended it, for though goodness knows hospitality has always been Russia's long suit, animals at a full-dress diplomatic function was something new to Muscovites. In the old days they said it with gypsies and vodka, but it had never before been said with baby bears. Ambassadors and the wives of secretaries carried bear cubs and piglets about all evening, getting their dresses ruined but enjoying themselves. There were goats too, snow-white goats, and they—oh well, everyone knows about goats.

With all this High Life going on, Madame Litvinoff was beginning to find it more and more difficult to be in class at 9 a.m. sharp. Something had to go and in those days it wasn't going to be Basic English. So Madame Litvinoff started out on her last Basic adventure. She turned her back on diplomatic duties and got herself appointed teacher of Basic English on the staff of one of the biggest engineering institutes in the country, the Ural Technical Institute in

TEETHING PAINS RELIEVED QUICKLY

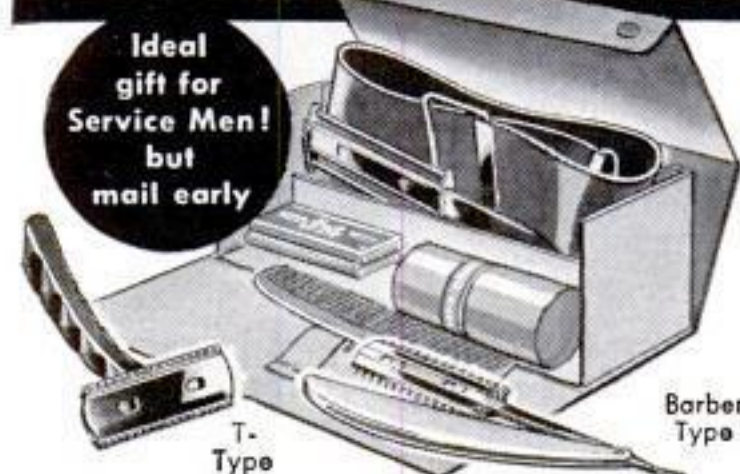


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Sverdlovsk. But the students didn't have time to give to English, as they knew it wasn't so important as most of the other things they had to learn, and that was not much fun for their teacher who wanted to regard her subject as all-important. But there were other things. She was never lonely there: it was easy to speak to the family over the long-distance telephone and the children often paid her long visits. Sverdlovsk is about 900 miles from Moscow, but only a few hours by air, and whenever there was a holiday of a day or two Madame Litvinoff flew home. She made a special journey to see Ambassador Davies and his wife when they came to the Soviet Union. With the appointment of Ambassador Davies the American Embassy seemed naturally to take its place as the social center of Moscow, and the warm friendship that still exists between the Litvinoffs and the Davies had its beginning then.

Sverdlovsk (formerly Ekaterinburg) is an old mining center, and the boys who got rich there in the 19th Century built some pretty good houses, and there is a university, two or three theaters, and a big concert hall. Since the Revolution, a few big apartment houses, a department store, several educational institutes, a musical conservatory and streetcar routes have been built, all adding considerably to the amenities of the city. A long ride on a streetcar takes you to a gigantic steel plant now probably rolling out tanks and guns to stop Hitler. There the workers' quarters are contemporary with the plant, and the stores, schools, movie theater and municipal buildings are all planned on garden-city lines.

How to make children think they are eating candy

In Sverdlovsk Madame Litvinoff began teaching harmony as well as Basic English. She taught music to whole families on the campus. First the children came. Then she coaxed the mothers in, through their pride and interest in their children, keeping them a lesson or two ahead of the kids, so they could help them in their practice. And finally some of the fathers got so interested that they asked to be taught too. The children, of course, got on faster than their parents, but Madame Litvinoff says many of the parents were very intelligent. Some of them were lecturers on the resistance of metals, or readers in chemistry, but most were housewives, whose daily marketing and floor-scrubbing, added to cooking and mending and looking after the children, left them little time or energy. But they found the time and energy somehow, these Soviet mothers, in their eagerness to keep in touch with their children and in their native Russian love of music. A year after she left Sverdlovsk a friend wrote Madame Litvinoff: "I often see your 'children.' They love to talk about 'Auntie Ivy,' and her wonderful toys and the marvelous candies and cookies she used to give them."

Not a word about music, you see. But Madame Litvinoff never did give the children candies. "I was afraid," she says, "if I began giving them candies, they would come expecting them every time, and be unable to think of anything else throughout the lesson. As for toys, I kept a few picture books and puzzles for children who had to wait. Always the same ones, like in a dentist's parlor. They soon knew them all by heart, and usually occupied the time of waiting by playing with Me-Too, my old wire-haired terrier who had flown with me from Moscow." She supposes they translated the sweetness of music into the sweetness of candies.

She left her work in the Technical Institute, and her apartment on

CONTINUED ON NEXT PAGE



A famous diplomatic friendship between Litvinoffs and Mr. and Mrs. Joseph E. Davies began when Davies went to Moscow in 1937 as U. S. Ambassador to Soviet Union.

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MADAME LITVINOFF (continued)

the campus, and her rented piano, and her neighborhood pupils, and the encircling pine forest, with many pangs, after her husband left the Foreign Office in the spring of 1939. The family, re-united, plus a daughter-in-law (son's wife), spent the two years before Maxim Litvinoff's appointment as Ambassador to the United States, in quiet occupations, mostly in their country house 17 miles from Moscow. When the schools opened the whole family migrated to their Moscow apartment, but spent long weekends in the country. The two years passed in family bridge, reading and music, and country walks with the dogs—Silky, Maxim Litvinoff's adored black spaniel, Me-Too, and a strangely assorted crew of young dogs and pups, some the offspring of carefully picked sires, others the fruit of an illicit union of Silky and Me-Too. Madame Litvinoff found two pupils in the country—13-year-old Svetlana, the gardener's daughter, and her 63-year-old husband. There was a certain friendly rivalry between them, but both did very well, and Madame Litvinoff was always awakened in the morning with a spirited performance by the older pupil of *Katy-Did*, *She Did!* and *Home on the Range*. A very good number was *My Country, 'Tis of Thee*, executed by the former Minister for Foreign Affairs and his wife.

In his unusual leisure, Maxim Litvinoff even tried taking up Russian lessons with his wife again, for though her Russian had increased greatly in bulk in the past 20 years, and she had acquired a remarkable facility, she still made a foreigner's mistakes. Both teacher and pupil, were, however, mortified to discover that the lessons were no help. Madame Litvinoff acquitted herself splendidly—there wasn't a grammar rule she didn't know, and she flew through all the exercises in the book. She just couldn't apply her knowledge in speech. She thinks it's not her fault. No language should have so much grammar.

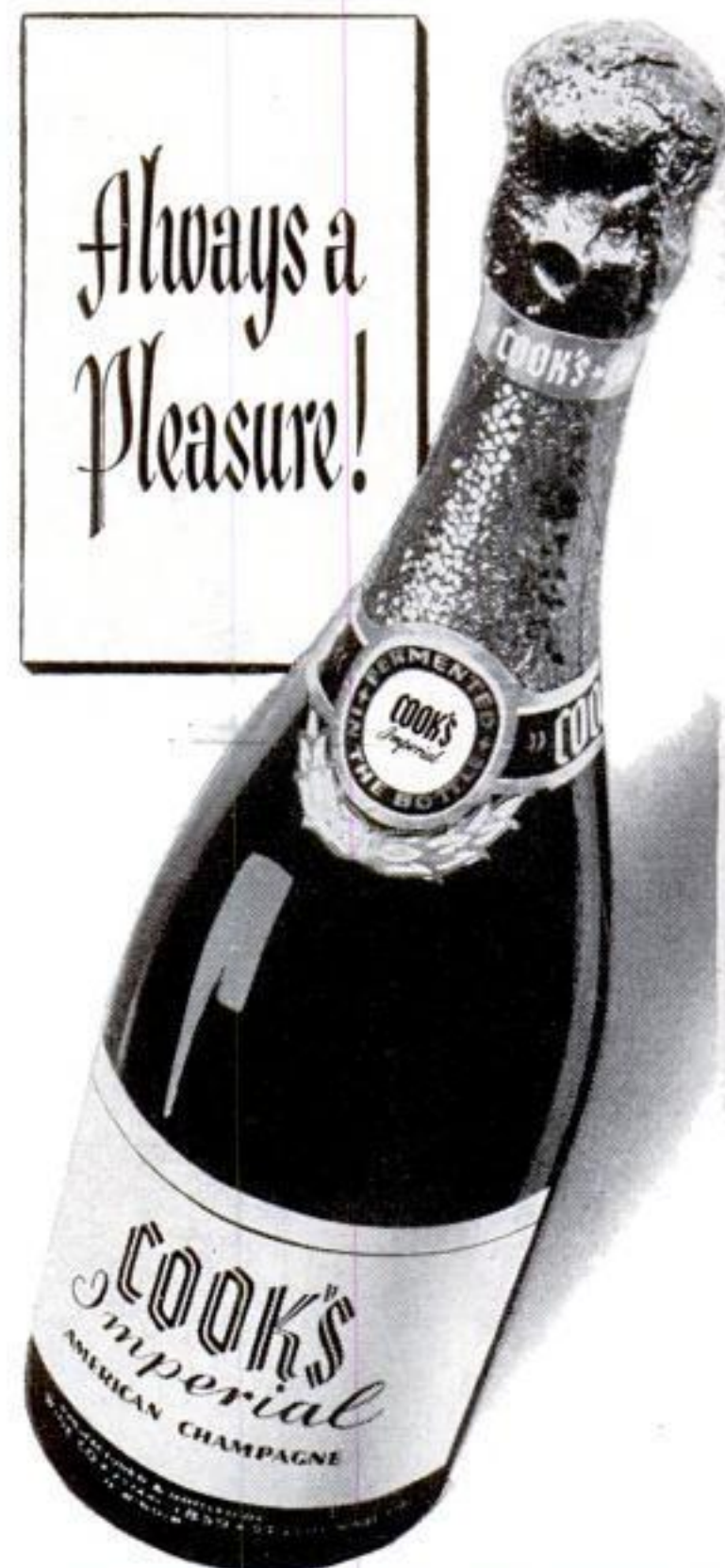
Toward the end of the second year of Maxim Litvinoff's retirement, a grandson was born. Madame Litvinoff says he was just an ordinary baby, but nice. She left him just as he had begun to stump about the room and become an object of his grandpapa's generosity at table (transferred from the dogs). He had already become adept at licking caviar off bits of toast and coming up for more. (Caviar was less of a luxury than butter in those days.)

Madame Litvinoff thinks hers has been a good life, with a streak of irony running through it—fate giving a queer little twist to the thread before snapping it off. She's had most of the things she wanted to have. First she wanted to draw—well, she's had plenty of opportunity to draw, and even has drawn, and there's nothing to prevent her from going on drawing. Then she wanted to write, and she did write, and even got her writings published. She wanted to marry, she wanted to have children, she wanted to travel—and got all those wants in exactly that order. When she wanted to master harmony she found the one person who could teach her just when she wanted it. And her latest want was for a grandchild, and the grandchild came. The twist in the thread is the things she didn't want, the things which lots of women would give their ears for—parties and clothes and champagne and caviar and "social position." But Madame Litvinoff doesn't like parties and clothes and champagne and social position. (She doesn't mind caviar.)



In their Embassy the Proletarian Envoy and his wife live amid gilt and splendor. The house was built by Mrs. George Pullman (cars), and it is now furnished with priceless Russian antiques and works of art, inherited by the Revolution from Tsarist mansions.

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last man of them loves a Milky Way

candy bar... loves the pure milk chocolate coating, the layer of

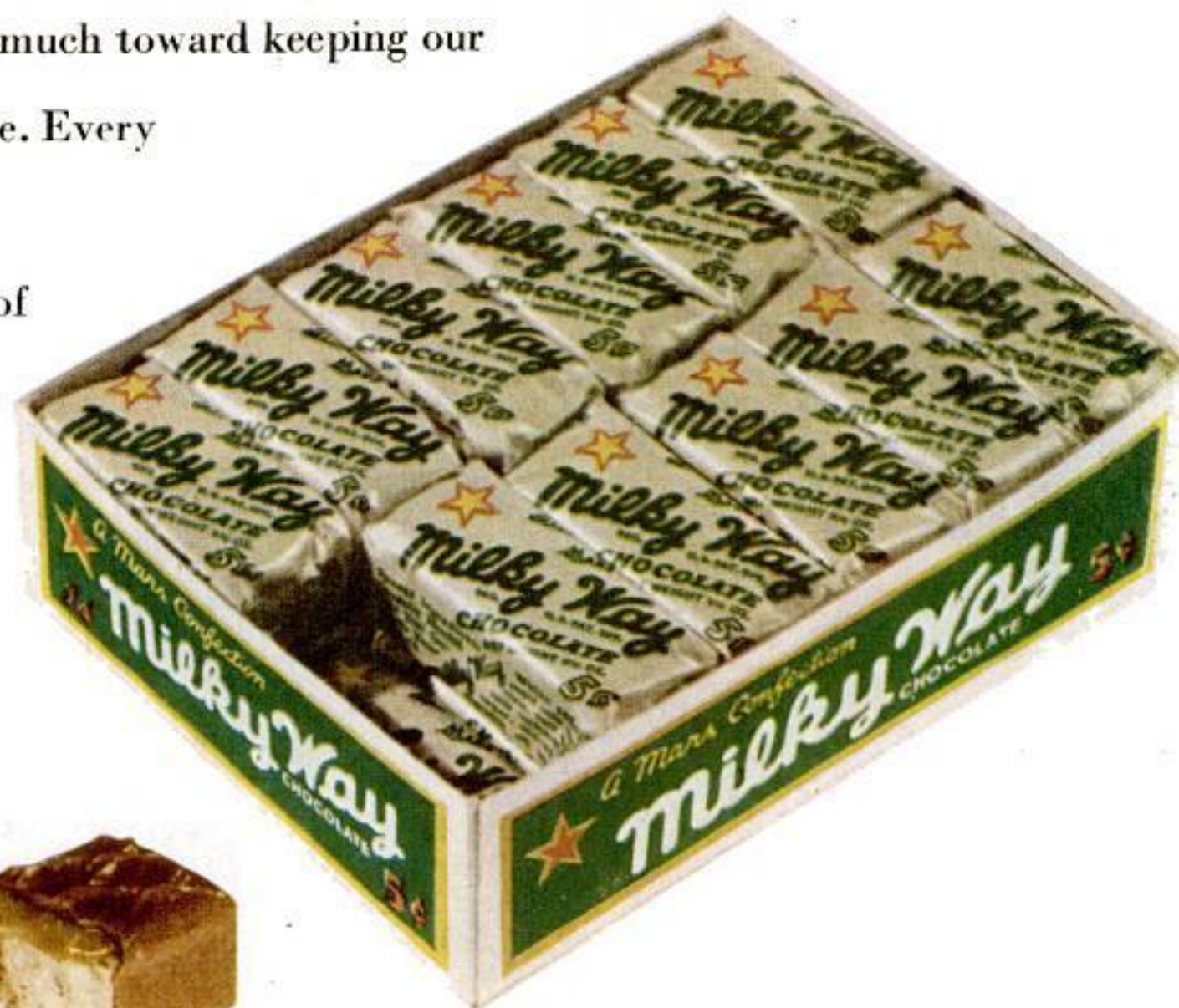
smooth creamy caramel and that luscious center of chocolate

nougat, flavored with real malted milk. Just think

how much he will appreciate a whole box

of the same delicious Milky Ways he

enjoyed so much at home!



KEEP 'EM FIT WITH RED HEART, MOM!



It's the Same Good Old Red Heart—Just **DEHYDRATED!**

1



THE SAME 3-FLAVOR RED HEART

Has the same
taste variety of beef, fish,
and cheese flavors.

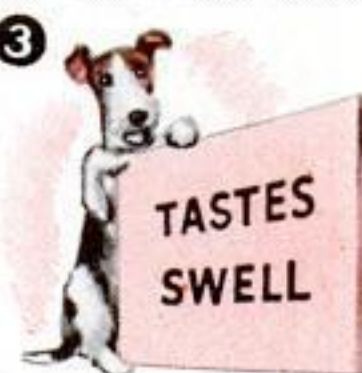
2



ABSORBS WATER INSTANTLY

A genuine dehydrated
dog food—no need to wait
before feeding.

3



NO ARTIFICIAL FLAVORING OR PRESERVATIVES

Special process retains
natural flavors.

7 **COSTS LESS!** One carton equals 2½ cans of canned Red Heart in food value

4



MORE VITAMIN BENEFITS

Low temperature
dehydration retains essential
vitamins and minerals.

5



CONTAINS 50% OR MORE FEDERALLY INSPECTED MEATS AND MEAT BY-PRODUCTS

6



LABORATORY-TESTED AND KENNEL-PROVED

Will satisfy any dog's meat
hunger without supplementary
feeding.



Packed in 12-oz. Cartons

RED HEART

SPECIAL OFFER!

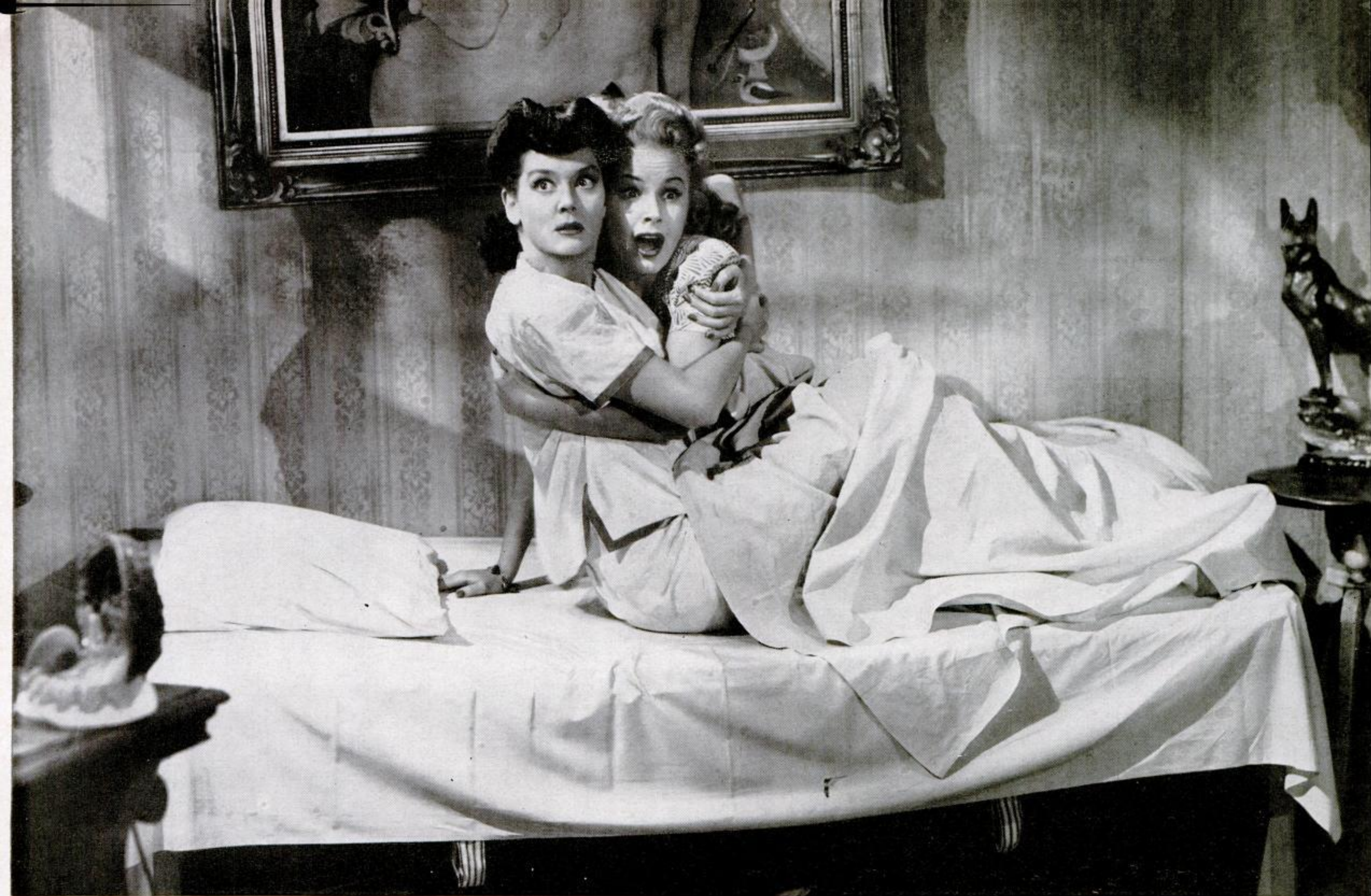
8" x 10" Print of Puppy Photo Above
Suitable for framing. Contains no advertising matter.
Just send 10¢, in coin or stamps, to cover postage and
handling, to John Morrell & Co., Dept. 4-10, Ottumwa,
Iowa. Offer expires December 22, 1942.

DEHYDRATED

THE **3**-FLAVOR DOG FOOD
Feed in Rotation

NOTICE!

In spite of tremendous
processing and packag-
ing changes, everything
possible is being done
to hasten distribution of
new Red Heart DEHY-
DRATED Dog Food. If
your grocer does not
have it, he will be able
to supply you soon.



ROSALIND RUSSELL AND JANET BLAIR SIT UP IN BED FEARFULLY AS A DYNAMITE BLAST FOR THE NEW SUBWAY EXPLODES UNDERNEATH THEM ON THEIR FIRST NIGHT IN NEW YORK

MOVIE OF THE WEEK:

My Sister Eileen

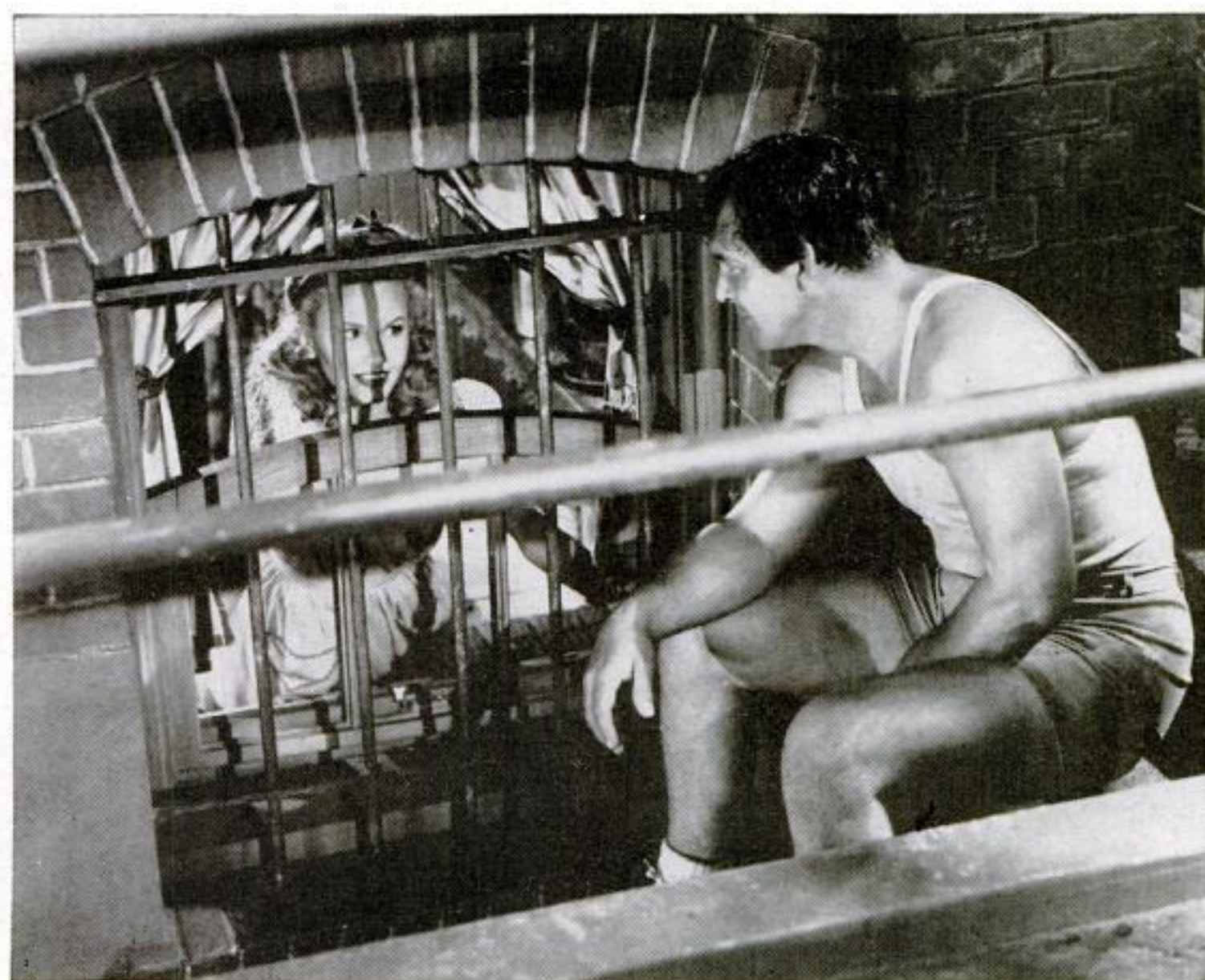
Two small-town girls discover love, adventure and most of New York in a Greenwich Village apartment

This is the fourth time around for this hilarious story of two sisters from the Midwest who come to New York's Greenwich Village to make their fame and fortune. Ruth McKenney wrote it first as a series of shorts for the *New Yorker*. Then Harcourt Brace published it as a book. Next Max Gordon put it together as a play which is still running on Broadway after two years. Now Columbia has turned it into a fast-paced comedy which has lost none of its fun with the passage of time.

Rosalind Russell and Janet Blair play the Sherwood sisters—Ruth and Eileen—who sign a lease for a basement apartment and discover too late that it has all the privacy of a goldfish bowl: strangers stroll through at all hours, dynamite blasts for a new subway explode beneath them (*above*), doors have no locks, an inebriated clairvoyant is brought in by a Cossack night-club doorman, and six Portuguese cadets after one look at sex-appealing Eileen break into a conga line which ends in a riot.



Suspicious policeman warns the girls that he likes things "nice and quiet" on his beat. Sheet-draped Ruth has just chased two amorous drunks away from the window grating with a pole.



"The Wreck," an unemployed professional football player, takes time from his backyard dummy tackling to chat with winsome Eileen who is cooking spaghetti and meatballs for dinner.

This fine Shaving Cream now contains Lanolin

—a substance long famous for its power
to soothe and soften the skin

LANOLIN closely resembles the natural oil of the human skin. It is not a synthetic compound, but is derived from soft fleece.

The soothing action of Lanolin on the human skin has long been an accepted medical fact. It is often prescribed by physicians in treating skin irritations.

NOW IN WILLIAMS SHAVING CREAM

The J. B. Williams Company now blends Lanolin with Williams Shaving Cream.

Williams Shaving Cream with Lanolin has all the fine features that men have learned to rely on in Williams shaving preparations. Its rich, dense lather wilts whiskers completely soft for clean, fast shaves. And the Lanolin helps relieve the taut, sore feeling that so

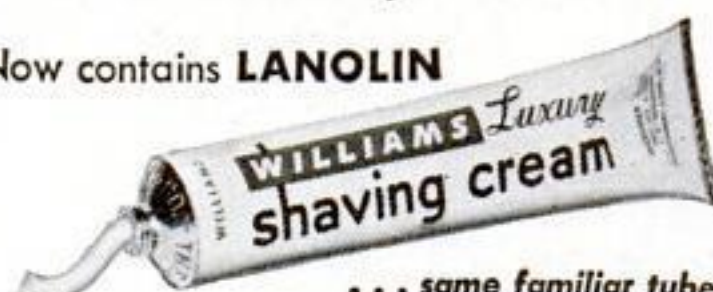
often follows a close shave. It leaves your face feeling softer and supple . . . soothed and refreshed.

THE FINEST CREAM WE'VE MADE

So definite are its advantages that we feel we can sincerely call this the finest cream to bear the Williams name. And Williams has meant quality for over 100 years.

Try this new Williams. See if you don't get closer shaves without irritation. Notice how the Lanolin soothes your face . . . leaves your skin feeling softer and smoother. Still available in handy metal tubes.

Now contains **LANOLIN**



... same familiar tube

For 1 Pipe Smoker in Every 50

Are you that *one* man who recognizes that in pipe smoking *it's the quality of the tobacco that counts?*

Exacting smokers gladly pay a little more for the much greater pleasure they enjoy in John Middleton's WALNUT. The exclusive Middleton blending of the world's 7 finest tobaccos makes WALNUT naturally aromatic . . . delightfully fragrant . . . amazingly mild . . . truly different from any other pipe tobacco. WALNUT is the overwhelming choice of the discriminating. Ask your dealer for a trial size or send 10c for a sample package. John Middleton, 1211 Walnut St., Philadelphia.



John Middleton's
Since 1856
WALNUT
PIPE TOBACCO

Trim Toenails

SAVE HOSE



Although the modern La Cross factory is now producing war goods almost exclusively, world-famous La Cross Manicure Implements are still available at most leading department and drug stores.

No. 1066 Nail Nippers
Precision ground—\$1.75

La Cross

America's Finest Manicure Implements

Schnefel Bros. Corporation, Newark, N. J. • Est. 1903



WORN AND
DESIGNED BY
ALICE MARBLE

Made with heavy weight damp-proof soles, they are flexible Goodyear Welts built on proven lasts for utmost comfort and fit. Brown or black. Widths AAA to C. Sizes to 10.

at **MONTGOMERY WARD** and other leading department and shoe stores



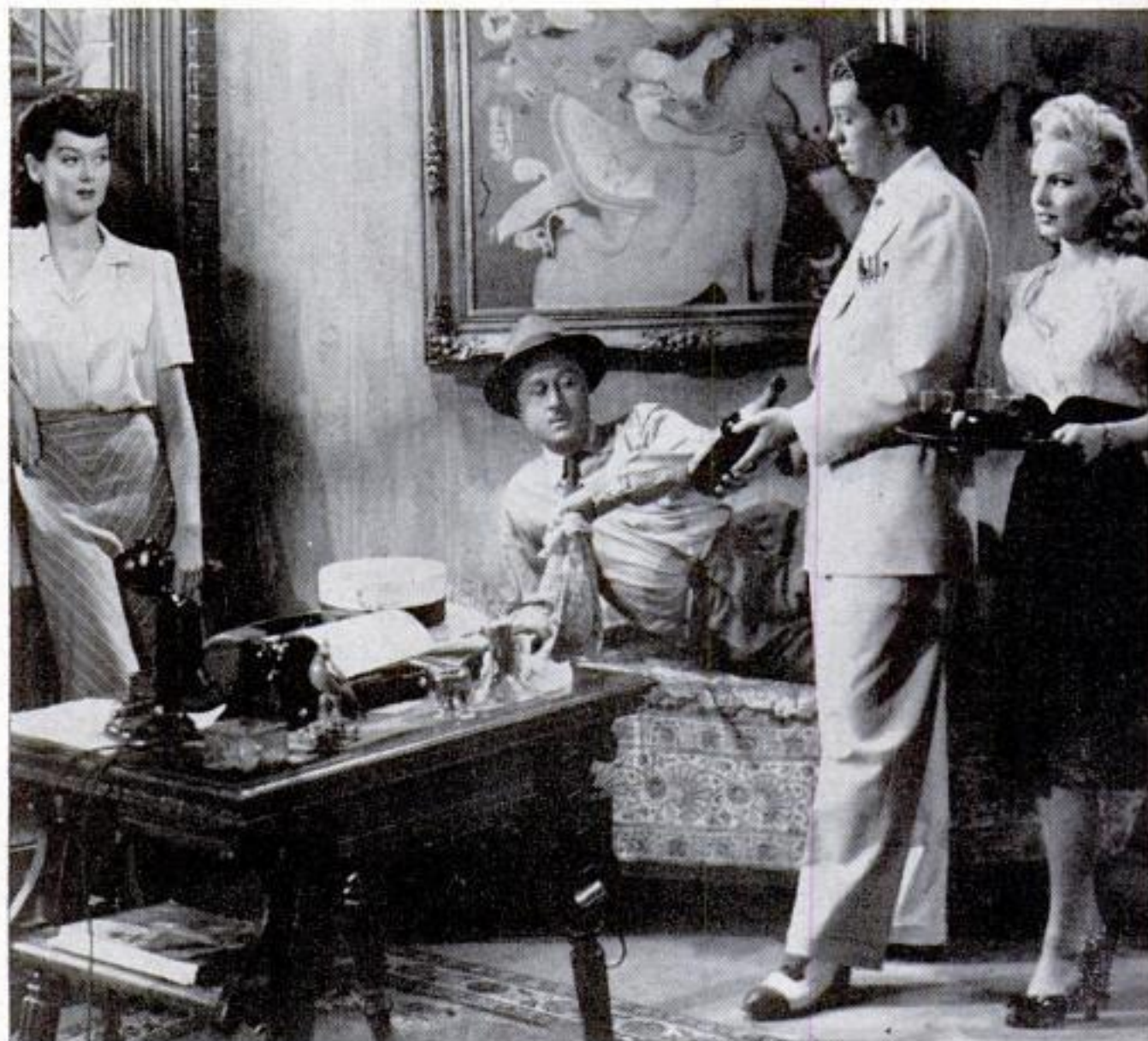
Manufactured by
A. SANDLER CO., BOSTON, MASS.

Approved
by American
Women's Hospitals
Reserve Corps

"My Sister Eileen" (continued)



Playing chaperon, The Wreck helps to remove unwanted stranger who has made himself at home, believing that Effie the mind reader still lives in the apartment.



Wine for dinner is brought by a young drugstore clerk attracted by Eileen's captivating charms. A reporter, also interested in Eileen, sarcastically declines a drink.



Hectic scene crowded with the policeman, The Wreck, Cossack doorman and Effie asleep on the sofa is heightened by the visit of a magazine editor (Brian Aherne).



Calling cards for future visitors are left with the girls by Effie (left), now fully recovered, who has moved her psychic readings from the Village to uptown tea room.



Eileen gives stocking without runs to Ruth, dashing to a phony newspaper assignment in Brooklyn arranged by the reporter who wants some time alone with Eileen.



Six Portuguese cadets, unable to speak English, follow Ruth home from Brooklyn. Seeing Eileen they exclaim, "Essa ai e mesmo belissima!" (That's a hot number!)

CONTINUED ON NEXT PAGE



"NIX ON THE SILVER, SLIM! WE'RE BIG SHOTS"

That's the very best of judgment! For *Toastmaster* toasters are prizes, these days. We won't be making any more for a while. We've war work to do . . . and glad we are to do it, for the duration!

Meanwhile, if you *have* one of these grand automatic toasters, use it, every day. *Toastmaster* toast is a priority food on America's home-front nutrition program. It's not merely delicious—it's bread in its most digestible form—popped up, perfect every time, by the patriotic toaster that *saves* bread, by never burning it.

You *may* find an appliance dealer with a *Toastmaster* toaster that he's been holding out for a discriminating buyer like you. Look around! At least, you can buy another War Bond and tag it "*Toastmaster* toaster." That's something to look *forward* to!



SIMPLE CARE—FOR YEARS OF WEAR

There's nothing like *Toastmaster** quality to insure lasting performance. But even *our* toasters last longer if well treated. Remove crumbs frequently. Don't gouge around inside with a fork—you might damage the heating elements. And remember that all but our latest models require occasional oiling. For repairs, see your dealer.

TOASTMASTER *Toasters*

REG. U. S. PAT. OFF.

*"TOASTMASTER" is a registered trademark of MCGRAW ELECTRIC COMPANY, *Toastmaster* Products Division, Elgin, Ill. Copyright 1942, McGraw Electric Co., manufacturers of Buss Electric Fuses, Clark Electric Water Heaters and *Toastmaster* Products.

Style
**PLUS COMFORT
IN OUTDOOR WEAR**

When you tell your dealer you want a KNOPF coat, for outdoor wear, you're telling him you want style and comfort and VALUE! Finer materials, superior workmanship and expert tailoring make Knopf garments leaders with men who know comfort and style outdoors.

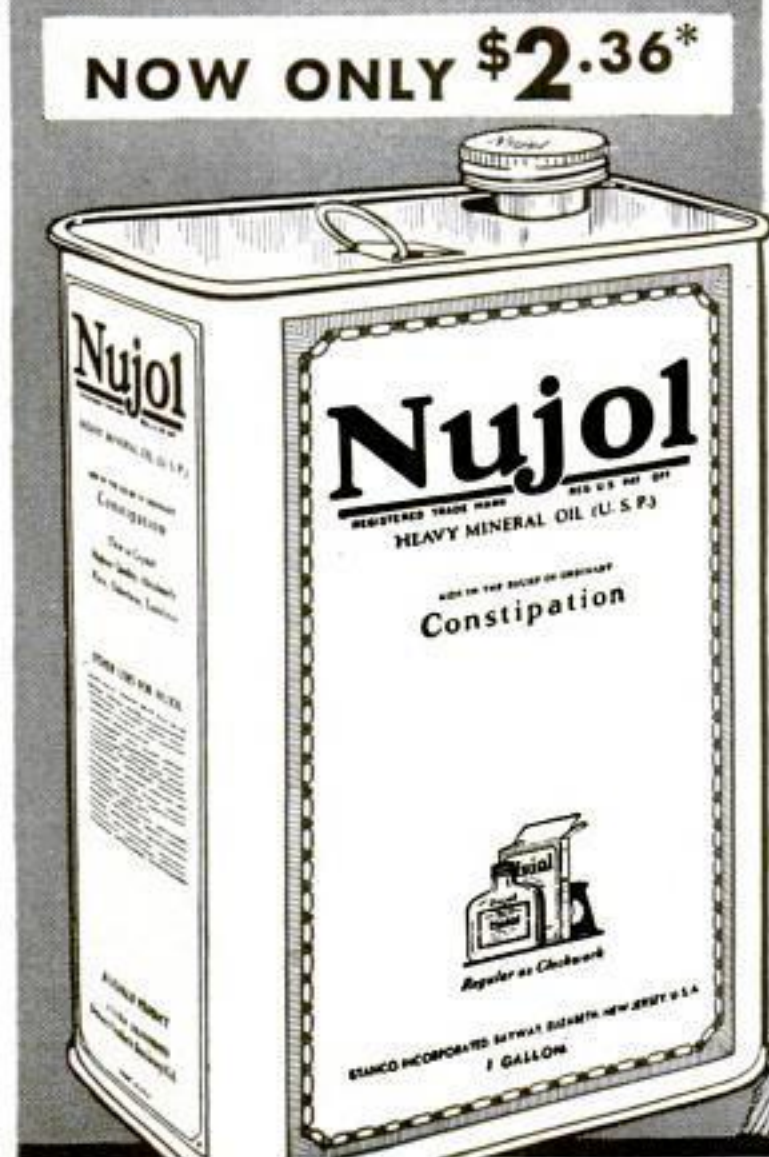
Left: THE STATION WAGON (No. 6346). An authentic leather surcoat, finger tip length.

Right: THE MONTANA (No. 6783) Hip-length Cossack jacket, five pockets.

SEND FOR FREE FOLDER, illustrated in four colors, describing the most popular Knopf jackets. We'll also send the name of a nearby store where you can see these coats.
S. H. Knopf Mfg. Co.
471 Atlantic Ave.
Boston

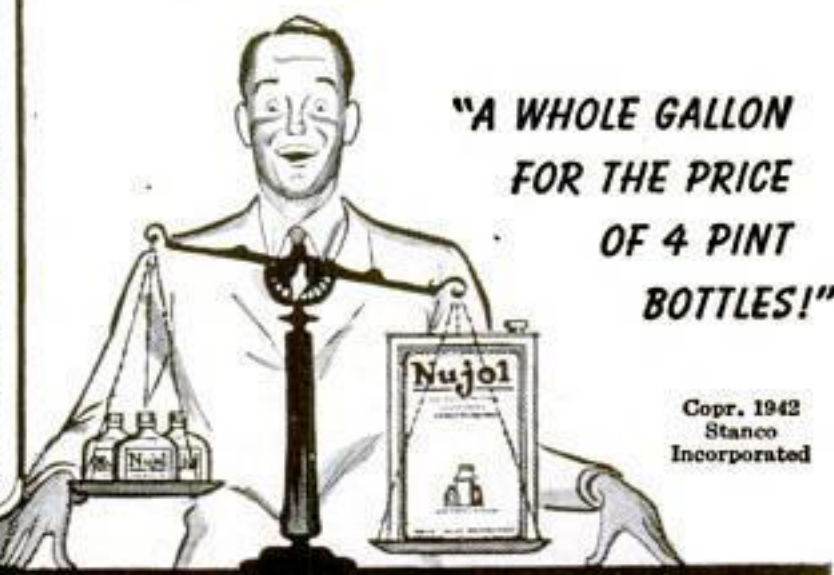
KNOPF *Sportswear*

*Don't miss this opportunity to buy the
NEW GALLON SIZE of NUJOL
at a tremendous saving!*



THINK OF IT! For a limited time only you can get 8 pints of this pure, high quality mineral oil for the price of 4 pint bottles! Why... if you're a regular pint buyer... it's getting 4 pints **FREE!** Ask your druggist for the big gallon size of NUJOL... today!

**Some dealers have NUJOL in a 3-quart size at \$1.77, which is 6 pints for the price of 3 pint bottles.*



"My Sister Eileen" (continued)



Torrid conga line led by unenthusiastic Eileen is motioned out the door by Ruth, but the neighborhood kids start a game of "follow the leader" which ends in a riot.



Distinguished honor ribbon for saving an "international situation" is given to Eileen by the Portuguese captain as Grandma and girls' father watch in amazement.



Girls' troubles are solved by the magazine editor who publishes Ruth's story. He gives her a contract which she signs after Eileen is promised a chance on the stage.



"我々に對してこんな仕打　　は出来ない筈だ!"*

Oh can't we—Well, wait 'til the count is all taken!—Tokio at high noon—Bataan in the dusk—the Marshall Island Raid . . . those little affairs of the Coral Sea and Midway, remember? These and countless unsung incidents of high adventure are being written in letters of fire by our Air Forces personnel. This modern saga of American courage and daring emphasizes once more the deeds which throughout our nation's history have surmounted the impossible. ☆ ☆ ☆ Of particular significance to all those interested in flying, is the fact that many of these pilots who constitute our first line of attack, in the rapidly growing offensive, received their first flight training on Aeroncas. ☆ ☆ ☆ Aeronca takes pride in its job of producing trainers to Air Forces specifications that continuously redeem its pledge of "First and Finest." Aeronca Aircraft Corporation, Middletown, Ohio.

*Translation — "To we honorable people they can't do this!"



The Aeronca Victory Award

The Aeronca Aircraft Corporation pledges its entire resources of equipment and experience to produce only the finest in material and manufacture for the men who are privileged to fly for their country. ☆ ☆ ☆ The — Aeronca Victory Awards — presented to employees for skill that develops better products or creates time-saving operations — are our dedication of an "all out" pledge to win the war in the shortest space of time.



AERONCA



Mrs. Gibson's toolhouse for her gardening tools was built stone by stone by Mr. Gibson. Although they have a tenant farmer who raises their vege-

tables and cares for the lawn, Mrs. Gibson herself takes care of the flowers. Here she leans out to tell Mr. Gibson she is all through work for the day.



The Gibson homestead was built in winter so materials for it could be hauled over the ice. Colonial and comfortably spacious, it is big enough to house

entire Gibson clan. Below is chapel built by Mr. Gibson himself where his son and daughter were married and his five grandchildren were christened.



Life Calls on the Charles Dana Gibsons

For forty years the artist and his wife have lived happily on their island home in Maine

America's most romantic couple—Charles Dana Gibson, creator of the world-famous Gibson girl, and his wife, Irene Langhorne Gibson—celebrated Mr. Gibson's 75th birthday last month by packing their bags and departing for Cincinnati. There at the Art Museum they opened a big exhibition of Mr. Gibson's paintings and drawings. What is thrilling the public most at this show are Mr. Gibson's drawings of the Gibson Girl—drawings that had set America on its toes during the middle 1890's. What few people realized was that Mrs. Gibson was the model for these drawings after her marriage to the artist in 1895.

Reluctantly the Gibsons left behind them their lovely home on their 700-acre island in Penobscot Bay. To show how they live in this private paradise *LIFE* called on them just before they left for Cincinnati. Here the Gibsons have spent the greater part of every year and raised their two children, and here their eleven grandchildren come to spend happy days with the famous couple. And here Mr. Gibson brought his bride 40 years ago. Before her marriage Mrs. Gibson was already celebrated as a Southern belle. She was one of the four beautiful Langhorne sisters of Richmond, Va. Another Langhorne sister became Lady Astor.

The Gibson Girl, through the pages of the old *Life*, was already quickening the pulses of men throughout the world before Gibson met Irene Langhorne. Willowy but never lean, the Gibson Girl wore a stiff shirtwaist. Head held high, she proudly wore her pompadour crow's nest topped by a big hat. Her flowing skirt was hiked up in back with just a hint of a bustle. She was poised and independent. Though always well-bred, there often lurked a flash of mischief in her eyes. All women wanted to be like her and strangely all American women became like her. For her, men shaved off their mustaches because a Gibson Girl scorned such adornment. And men stood straighter and grew taller because the Gibson Girl was tall. Gibson Girl drawings placed American womanhood on a pedestal and there she reigned until the World War.

Gibson was 27 years old when he met Irene Langhorne. In her he found all he had idealized on paper. After 47 years of married life he still considers her the most beautiful woman in the world.



Mrs. Gibson's flower garden is her pride. She grows so many flowers and in such variety that she has enough left to supply her neighbors who live on nearby islands.



Mrs. Gibson reads the evening paper to her husband before they retire for the night. Mr. Gibson prefers to have Mrs. Gibson read to him because, he explains, "I love the sound of her

voice." They usually go to bed at 9, are up bright and early in the morning. He calls her "Hon," and her pet name for him is "Petty." Gladioli in vase beside Mrs. Gibson are from her garden.



The Gibson Girl, with finely molded and alluring lips, proud head tilted back, was posed for by Mrs. Gibson 40 years ago.



Young Mrs. Gibson as a celebrated Southern beauty posed for this attractive photograph shortly after her marriage in 1895.



Mrs. Gibson at 70 is still charming with much of the grace and poise shown in pen-and-ink drawings on following pages.



Copyright, 1942, by Lehn & Fink Products Corp., Bloomfield, N.J.

HONEY. Beauty Advisor, says:

EXTRA-SOFTENING! Hinds is an extra-creamy emulsion of true skin-softening ingredients.

WORKS FAST! Even one application gives your red, chapped skin a softer, whiter look.

EFFECT LASTS! Hinds skin-softeners help protect your skin through work and soapy-water jobs.

DOES GOOD! Actually benefits skin.

At toilet goods counters

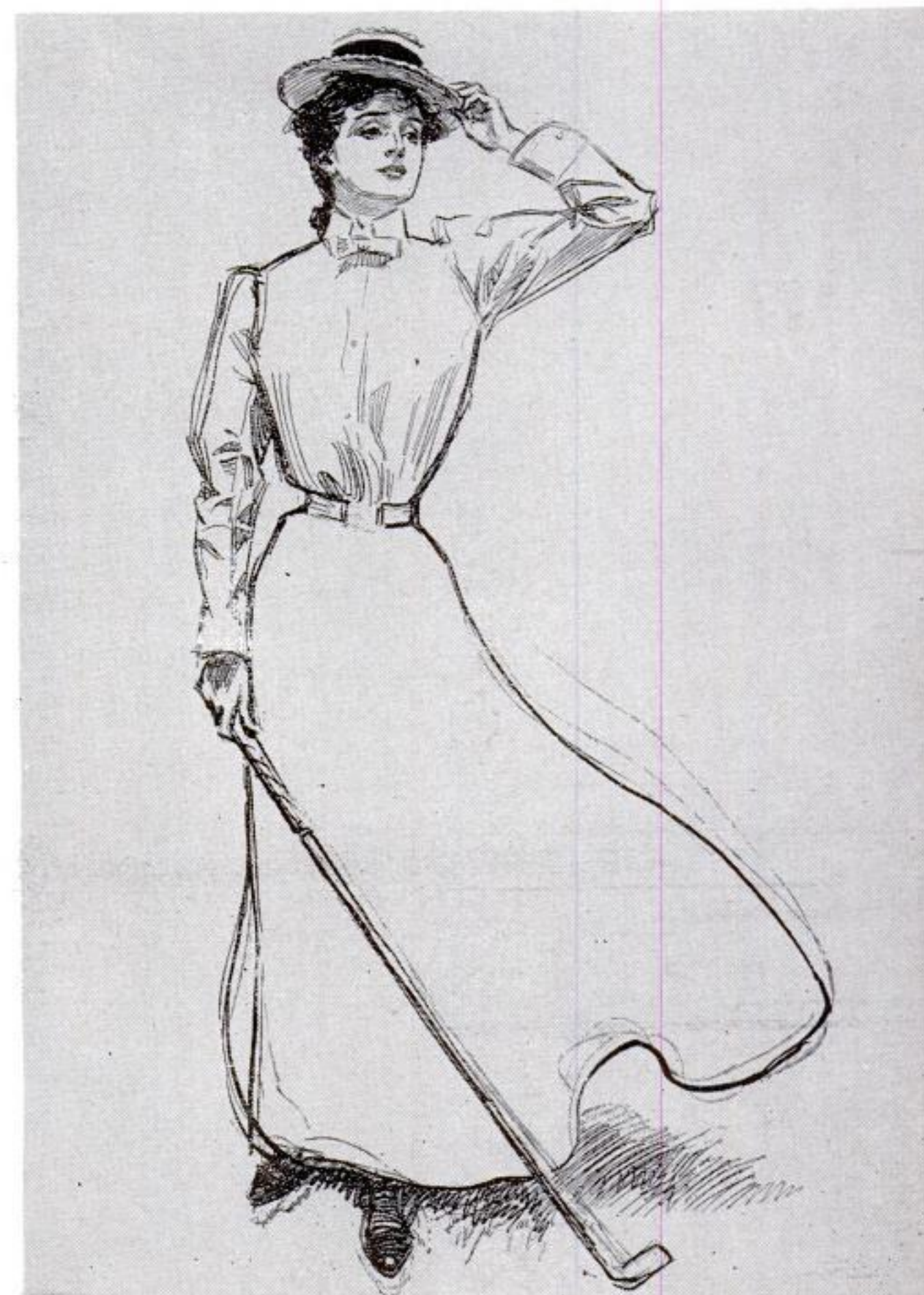
"Glad your hands aren't red and chapped, Baby—a thrill to touch 'em!"



HINDS for HANDS
and wherever skin needs softening!

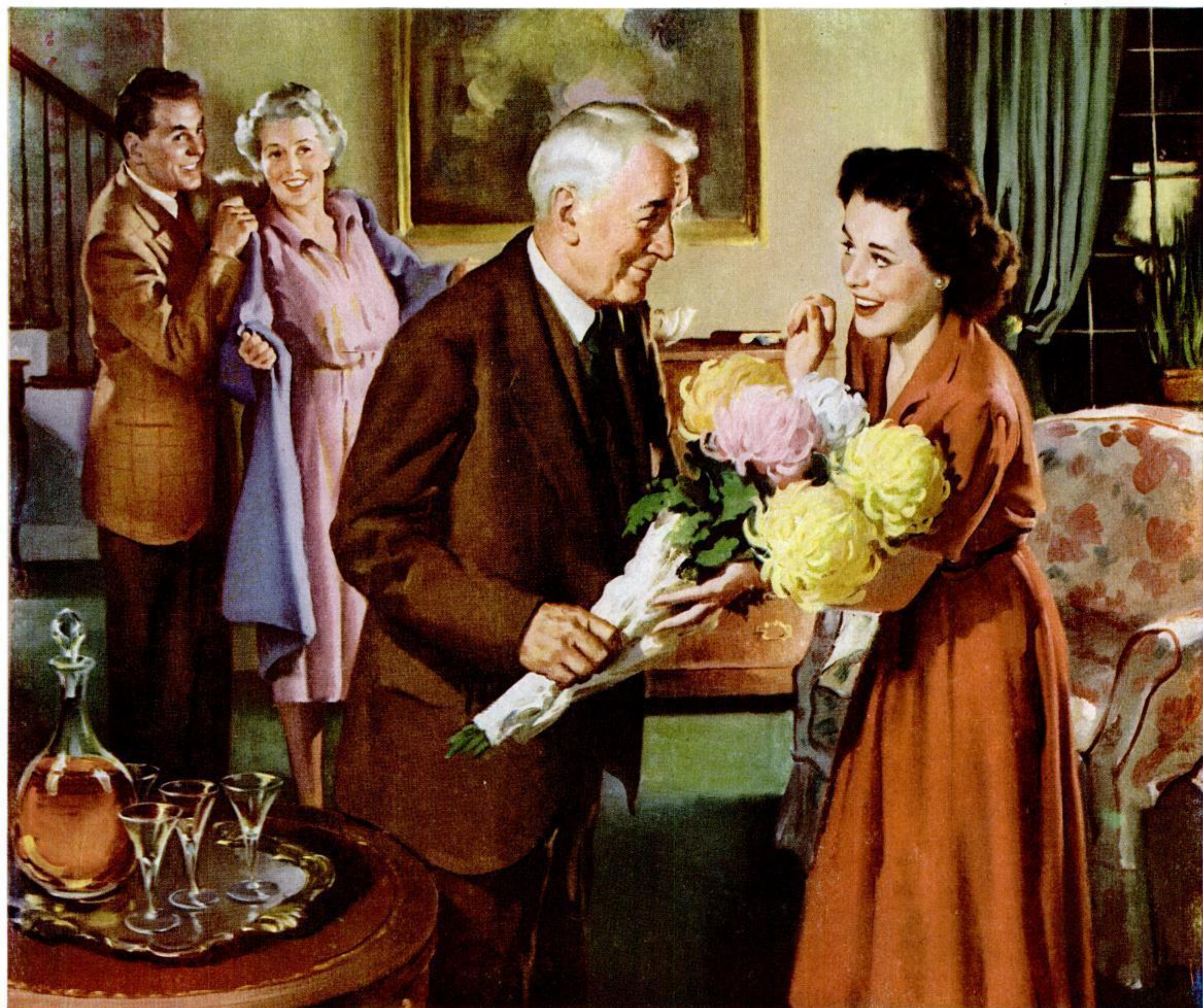


A small waist was the pride of every Gibson Girl. To help their wives achieve it husbands proudly struggled to tighten corset strings which were then tied firmly in back.



The athletic Gibson Girl, shown here in her famous sailor hat, could drive a golf ball as straight as any man. She could also ride magnificently and row a boat with ease.

CONTINUED ON PAGE 137



Wine ~ friendly as a gift of blossoms

**When you set out wine,
you help everybody to relax
a moderate way, and enjoy
a good visit**

ONE OF THE BEST of ways to spend an evening now is just to have some friends over. Just to share with them a bit of good food and a glass of wine. To trade some talk, and relax.

Wine is made on purpose for such evenings. You find that its fragrance and satisfying taste invite you to ease up a moderate way. And as you sip a glass of wine, you discover you take more comfort in being with friends. You enjoy yourself.

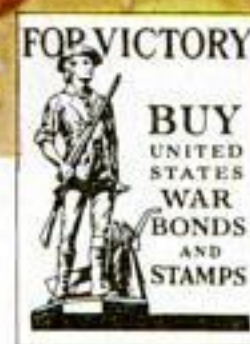
When you serve wine at your house, set it out as simply as you would tea or coffee. We've a new booklet which tells a good deal about wines and wine serving — as well as about cooking with wine. Why don't you write for this free booklet, addressing the Wine Advisory Board, 85 Second Street, San Francisco.

You'll find excellent California wines now at your dealer's. Sound and well developed, these wines are true to type, and inexpensive, too. Consult your dealer—he will be pleased to help you choose among the good wines of our own country.

NATIONAL WINE WEEK, OCTOBER 11-18



The wine pictured above is nut-like amber Sherry. A natural flavor companion to Cheddar and other sharp cheeses, Sherry's grand for casual entertaining. For serving with meals you will prefer a lighter table wine like tangy red Burgundy or delicate golden Sauterne



Is there a bagpipe player in the audience?

IF THERE IS, how about stepping up here alongside us and rendering a little selection. An overture, sort of.

Because we're going to say a few words about a famous (and non-alcoholic) product of Scotland: *Martin's Scotch Grain* leather.

Martin's Scotch Grain comes from a venerable tannery near Glasgow. It's made from the cream of select British hides, of course—but the real "secret" is partly the peculiar properties of the water used in tanning, partly the "know-how" that takes generations to acquire.

Naturally, this aristocrat of shoe leathers costs more than ordinary leather—and, for the past two years, it has been all but unobtainable in this country.

But because we've always been a good customer for this super-quality leather, we were able to buy a substantial part of a recent large shipment. As a result, you can still get shoes made of genuine Martin's Scotch Grain—and for only \$6.60 a pair, mind you!—in any Regal Shoe Store!

And that's just one example of the quality leathers that go into Regal Shoes—quality made possible by selling the entire output of



our factories direct to you through our own Regal Stores, or by mail.

By eliminating multiple profits, by minimizing distribution costs, and by buying leathers in great quantities, for cash, we are able to give you such remarkable quality leathers as imported Martin's Scotch Grain,

Gallun's Norwegian Calf, Horween's Shell Cordovan and genuine imported White Buckskin at the coast-to-coast price of \$6.60!

Stop in a Regal Shoe Store soon, and have a pair of authentically styled Regal Shoes "Prescription Fitted" to your feet by the scientific Regal fitting system. Or, if there's no Regal Store near by, write for our free, illustrated style folder.



Style Number 4574
Genuine Martin's Scotch Grain,
an Imported Leather

All Styles, All Sizes, One Low Price
SOLD ONLY IN REGAL SHOE STORES

\$6.60
COAST
TO COAST



REGAL SHOES

FACTORIES AND MAIL ORDER DEPARTMENT
AT WHITMAN, MASSACHUSETTS • WRITE
FOR FREE ILLUSTRATED STYLE FOLDER

80 REGAL-OWNED RETAIL STORES IN Atlanta; Baltimore; Birmingham; Boston (3); Brooklyn (8); Buffalo; Chicago (3); Cincinnati; Cleveland; Detroit (7); Hartford; Hollywood; Houston; Jersey City (2); Kansas City; Los Angeles (2); Milwaukee; Newark; New Haven; New York (29 stores in Greater New York); Norfolk; Oakland; Paterson, New Jersey; Philadelphia (4); Pittsburgh; Portland, Oregon; Providence; Richmond; Rochester; St. Louis; San Francisco (2); Seattle; Springfield, Massachusetts; Syracuse; Tacoma; Washington (2); Worcester.



Always graceful, Gibson Girl combed her soft hair up into a dainty chignon. Topped by broad-brimmed hat with flattering ostrich feathers she made an alluring picture.

PARK & TILFORD RESERVE

"The Blend of Experience"

FLAVOR - FULL

*any way you
serve it!*



*-because it is the
finest-tasting Whiskey
of its type in America!*

PARK & TILFORD DISTILLERS, INC., NEW YORK, N.Y. • 70% GRAIN NEUTRAL SPIRITS • 86.8 PROOF

*Nothing too good for our boys **



All branches of the armed services are using large quantities of Mennen Shave Products to make life a little easier for our fighting men. So please don't blame your druggist if he happens to be temporarily out of your favorite Mennen Shave Products. * America's highest skin authorities prefer Mennen. A recent survey revealed that more Dermatologists personally use Mennen Shave Products than any other brand... more than the next two leading brands combined.

... the choice of dermatologists



① WHISKERS OFF!
Brushless Shave, a cream, not a grease. Jar or tube. Lather Shave, plain or menthol-iced. Jar or tube.



② FACE PEPPED-UP!
Skin Bracer, just a few drops pep up your face - and how the ladies like its subtle aroma!



③ PERFECT FINISH!
Talcum for Men, neutral tint, doesn't show on face. The perfect finishing touch after the shave.

3-STEP MENNEN SHAVE

SPORTS

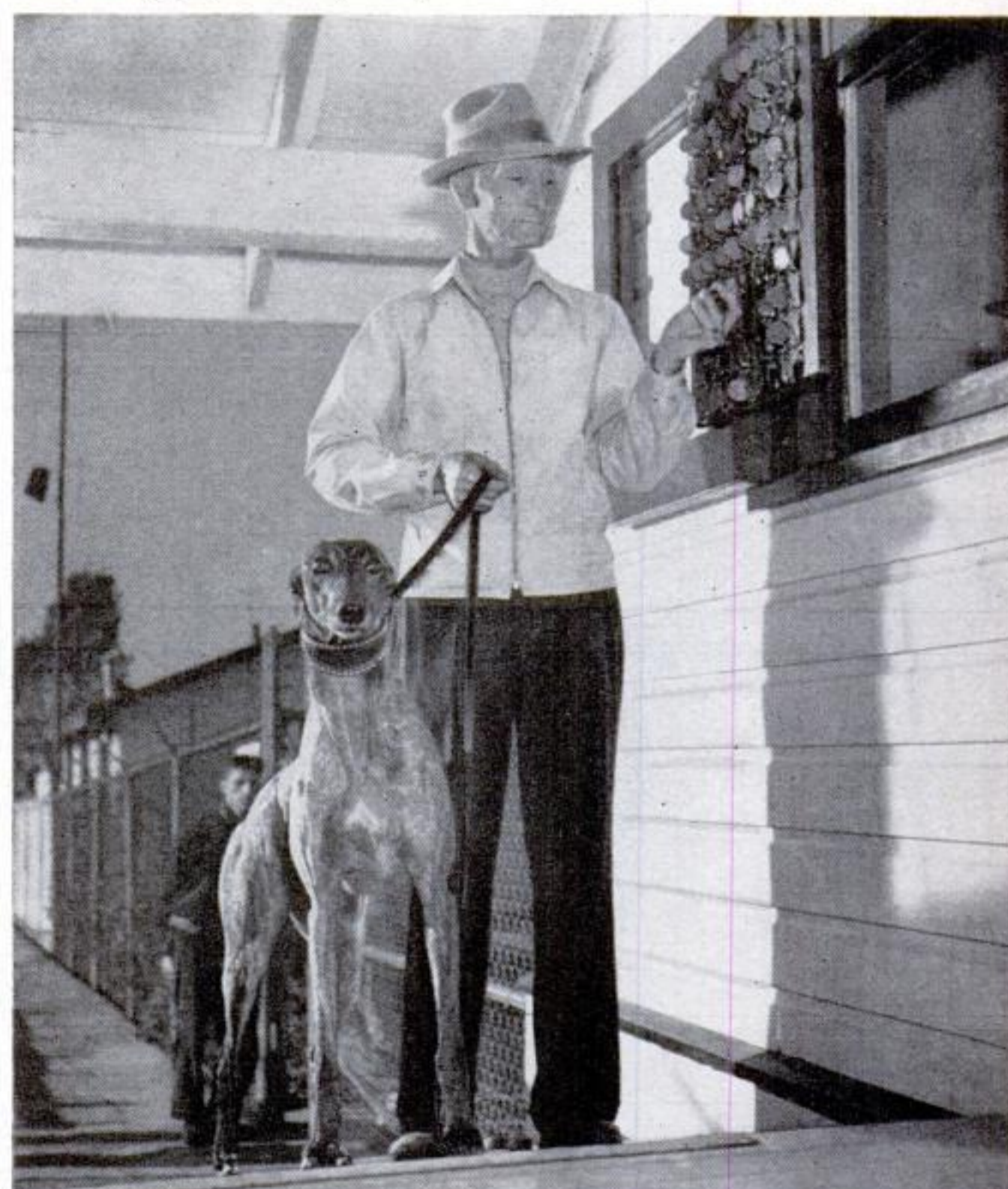
NEVER ROLL, THE WORLD'S GREATEST

The lean, dignified greyhound on these pages is Never Roll, the greatest racing dog of all time. He has just finished a triumphant summer season in Boston, setting four world's records at different distances, tying another, and winning 17 out of 24 racing starts. Now he will travel south in style for winter racing in Florida.

Among greyhounds, noted for being high-strung and irascible, Never Roll



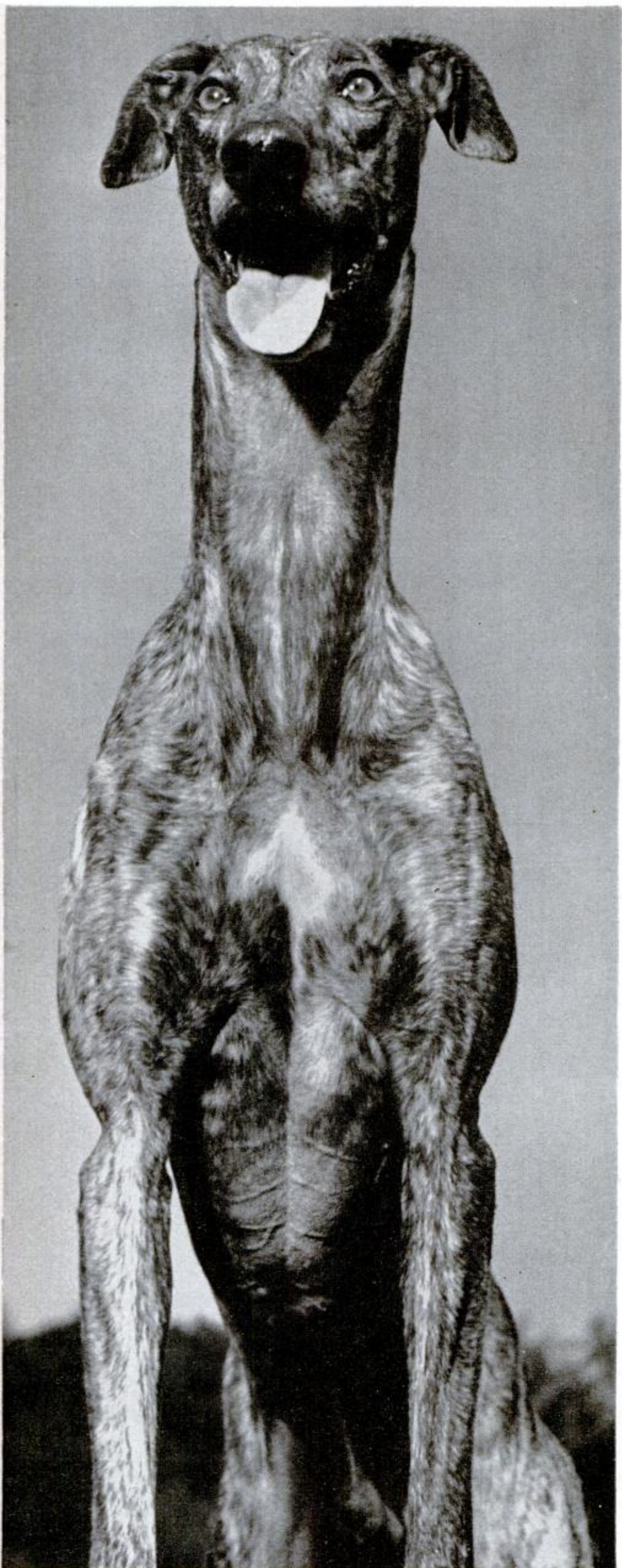
After morning workout Never Roll is curried and groomed by Owner Harley Alderson. A racing greyhound begins day at 6 a. m., eats only two meals, naps in afternoon.



At Boston track late in the day, Owner Alderson chooses Never Roll's kennel tag. By State law, dogs are alone in track kennels from 5 p. m. until racing time that night.

GREYHOUND, FINISHES BIGGEST SEASON

is a gentleman to his carefully clipped toenails. Success has not turned his head. Before races, when dogs are held incommunicado in kennels, his rivals bark and pace nervously, while he rests quietly with his head between his paws, saving strength for the big moment. When he is weighed and his footprint checked with his Bertillon identification card before the start of a race, he is calm and good-natured with officials. But on the track he is a terror.



Never Roll weighs 74 lb., will be 3 years old in November. His value is estimated to be at least \$25,000. In three months this summer he won \$4,600 for his owner.

CONTINUED ON NEXT PAGE



"Tough and Springy"

AMERICA'S NO. 1 HEEL
Now made from Non-Vital materials

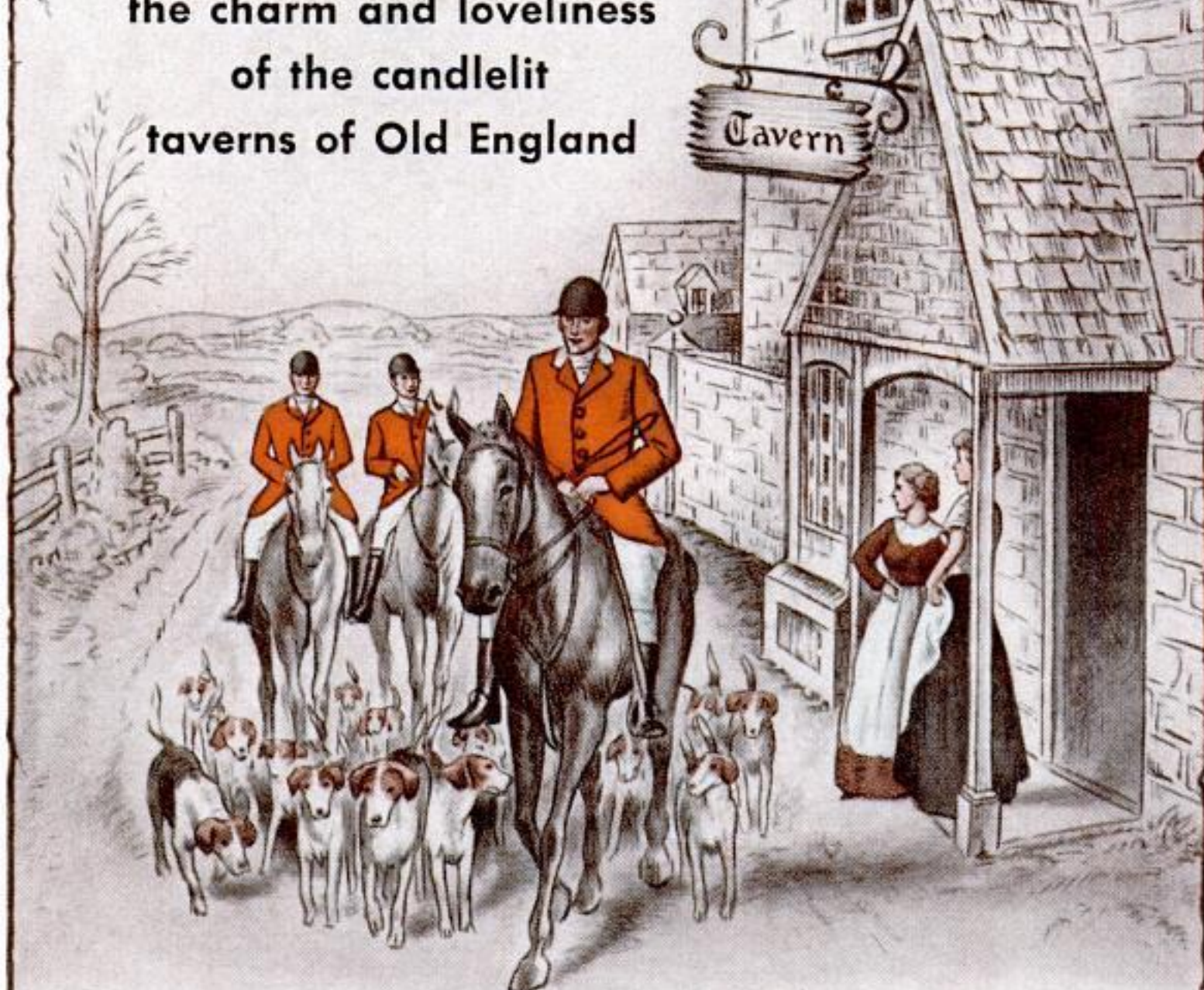
O'Sullivan's
HEELS AND SOLES

Save Shoes
Repair 'Em and Wear 'Em
Men in the Service need NEW shoes
So keep your shoes in Service
O'SULLIVAN RUBBER COMPANY, INC., WINCHESTER, VA.

INVEST IN VICTORY
BUY BONDS AND STAMPS

DESIGN FOR *Pleasant Living*

These developments of
Socony-Vacuum
Laboratories bring brightness
reminiscent of
the charm and loveliness
of the candlelit
taverns of Old England



This quaint English countryside scene appears on all packages of Tavern Home Products.

TAVERN CANDLES—The finest expression of candlecraft. Hand-dipped — beautiful — available in an array of lovely colors and sizes. Do not smoke, fume, drip or flicker. Popularly priced.

TAVERN FURNITURE GLOSS—An easy-to-use cleaner and polish for furniture and woodwork. Gives a lustrous finish. Also sold with Tavern Stain Remover that magically reduces surface blemishes, such as alcohol stains on furniture.

TAVERN WINDOW CLEANER—Makes it so easy to keep windows clean. Just spray it on — then wipe and polish with a dry cloth. Saves time and effort. Leaves no film. Use it on all glass surfaces.

TAVERN NON-RUB FLOOR WAX—Easy and quick to put on. Dries to a satin-like sheen in 20 minutes. Defies water spotting. Long-lasting—frequent applications not necessary. For wood, linoleum, rubber and composition floors.



ALSO—TAVERN PASTE WAX • PAINT CLEANER
RUG CLEANER • ELECTRIC MOTOR OIL
LUSTRE CLOTH • LEATHER PRESERVER

Ask for Tavern Candles and Tavern Home Products at your favorite store.



TAVERN

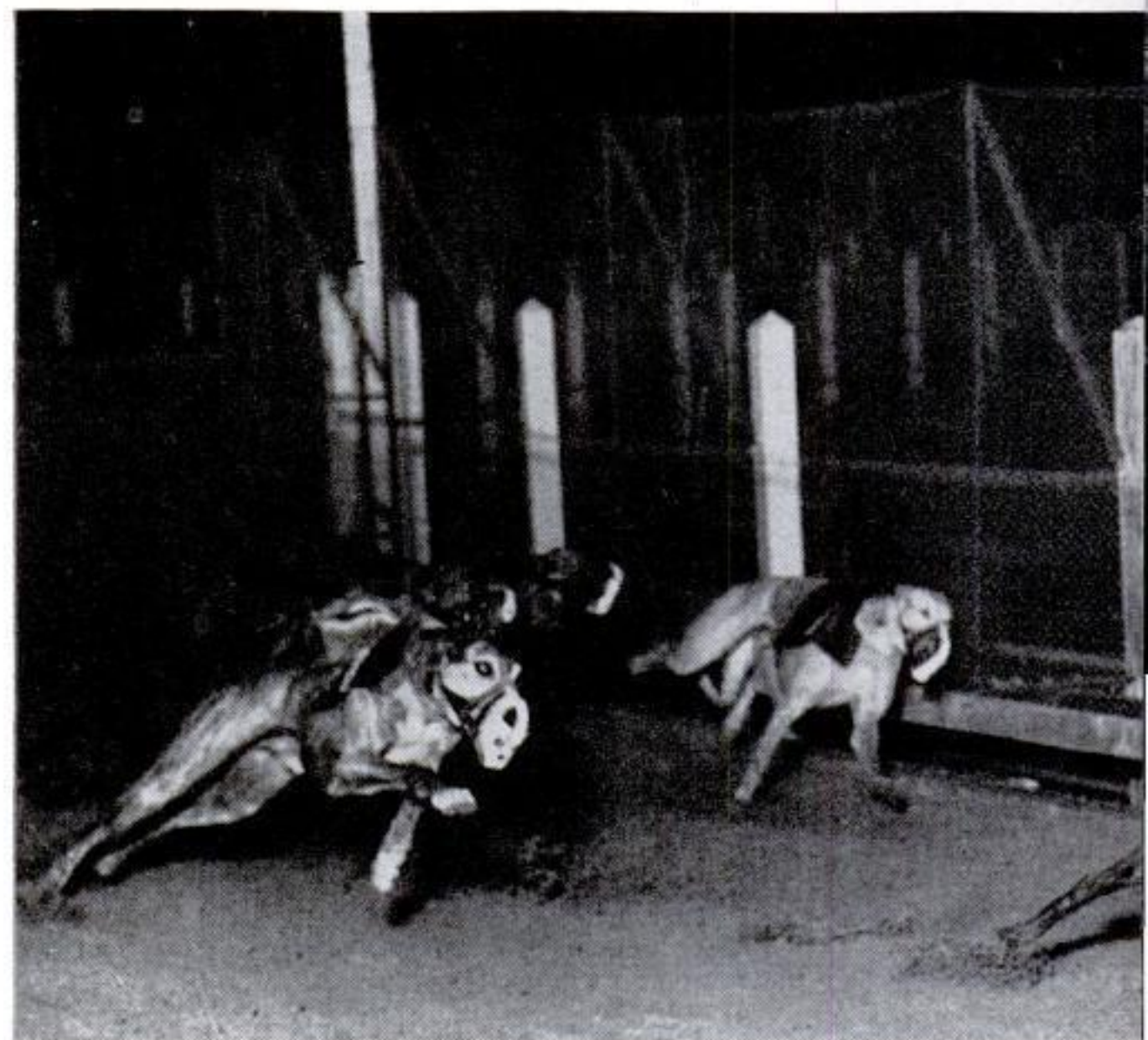
Home Products

BY SOCONY-VACUUM

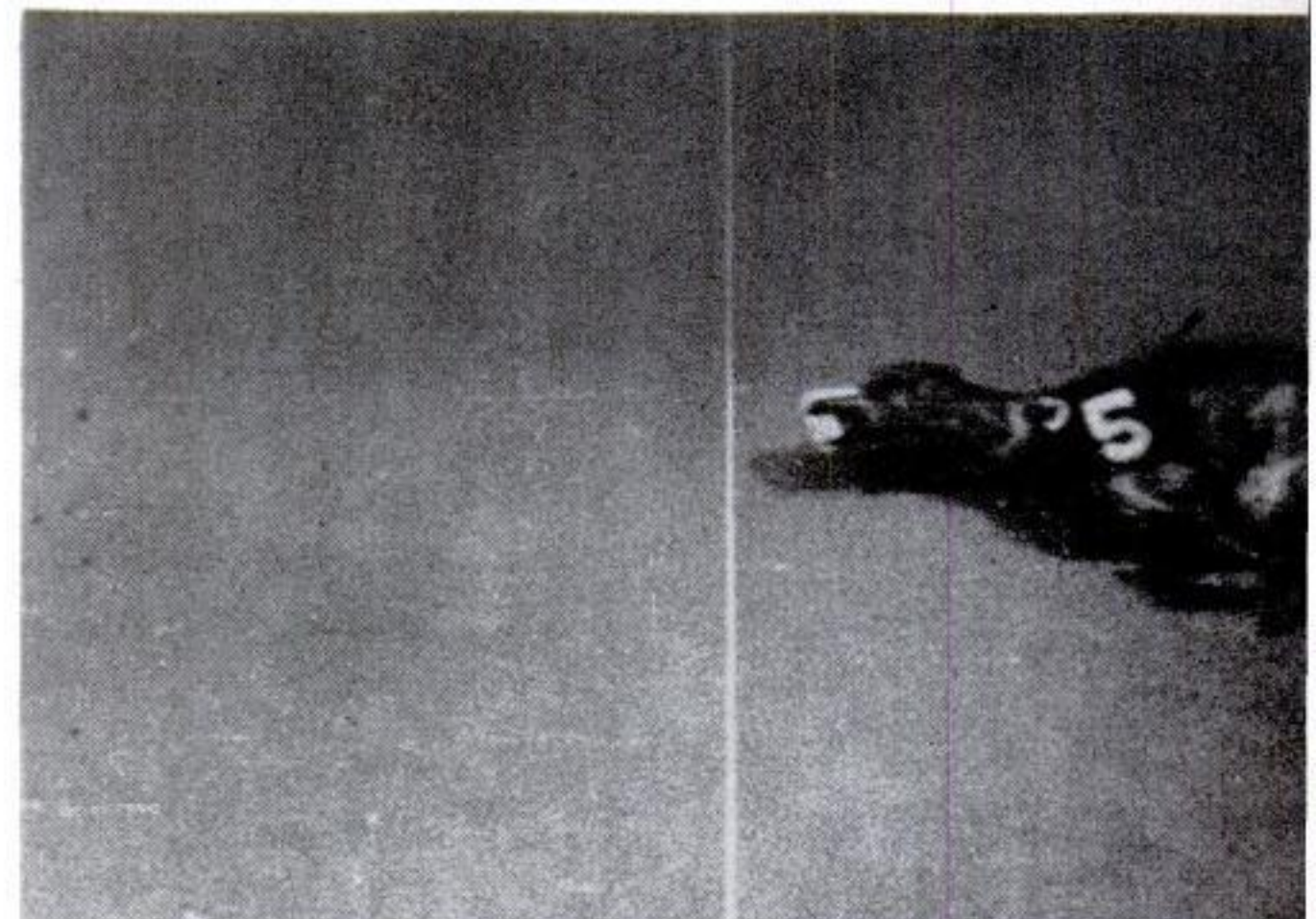
Greatest Greyhound (continued)



WITH A CONVULSIVE LEAP AS THE STALL DOORS OPEN, THE DOGS START AFTER



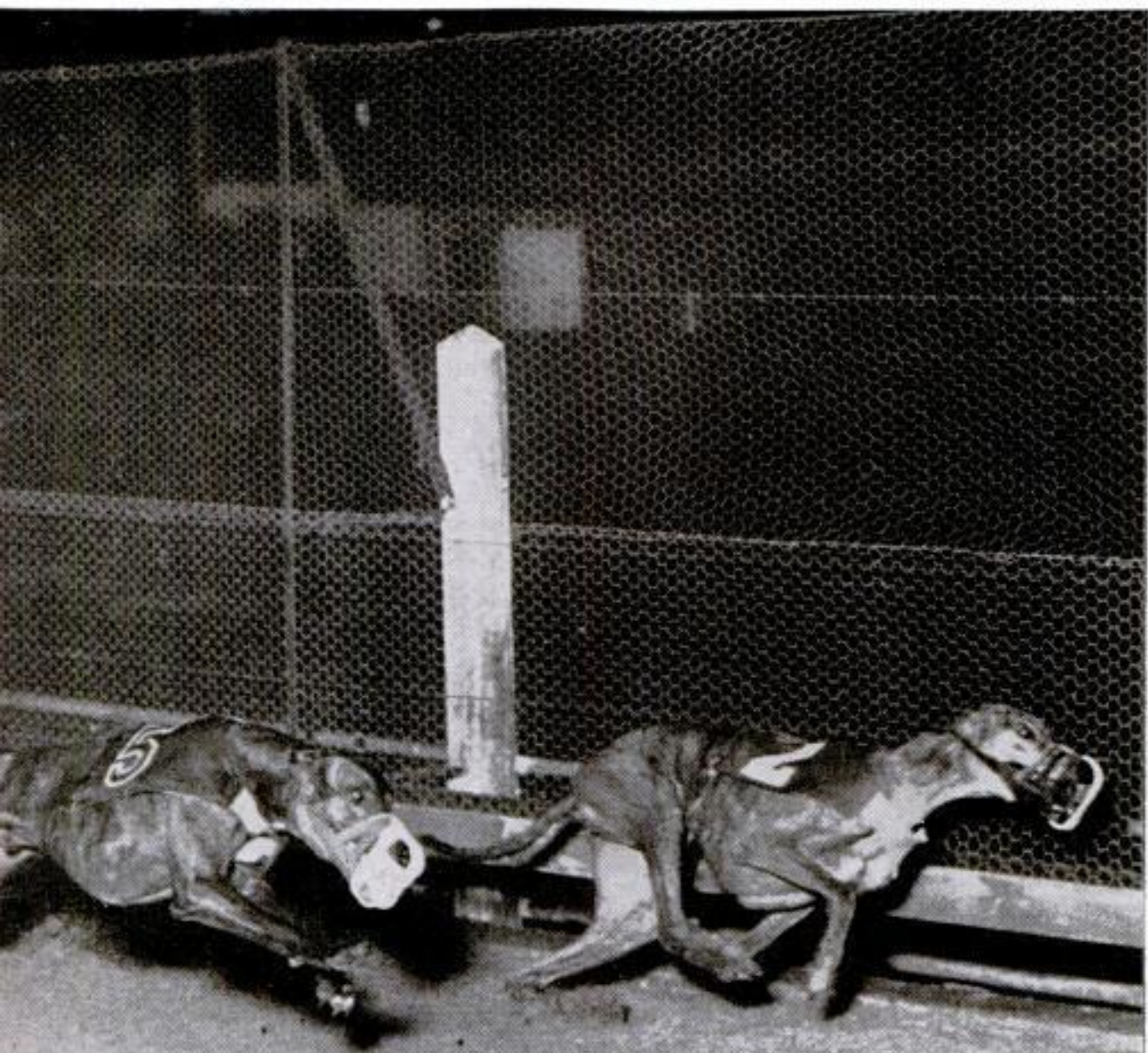
AT TURN, NEVER ROLL IS CHALLENGED FOR LEAD BY CAPTAIN PANTHER (NO. 2).



OFFICIAL FINISH PHOTOGRAPHS SHOW NEVER ROLL AS HE CROSSES THE FINISH



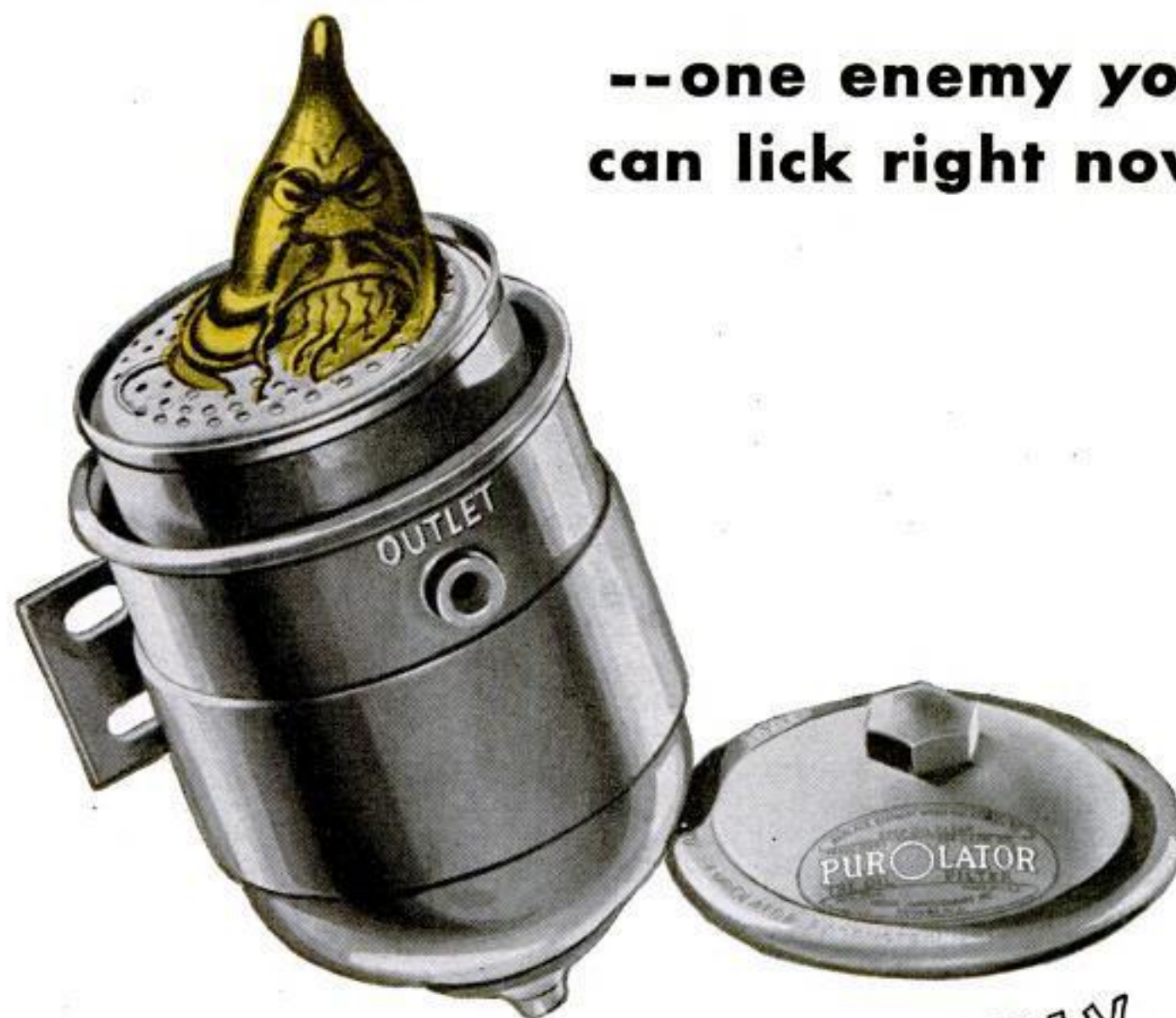
MECHANICAL BUNNY. NEVER ROLL (NO. 5) ALREADY HAS JUMP ON HIS RIVALS



BOTH LEAD FIELD HANDILY. GREYHOUNDS SPAN 14 FT. AT A SINGLE BOUND



LINE. IN THIS RACE HE EQUALED WORLD'S RECORD FOR 550 YD.: 31 SECONDS



DIRTY OIL

--one enemy you
can lick right now!

KEEP IT CLEAN
with
PUROLATOR

**Keep Your Car, Truck, or
Tractor Running Longer!**

Your engine's worst enemy comes not from foreign shores . . . but from foreign particles that sneak into the oil and attack valves, pistons, rods, bearings, and other vital parts.

The one certain way to fight dirty oil is with Purolator—the original, uncopyable oil filter! Purolator cleans oil so well that it is STANDARD original equipment on the majority of *all* filter-equipped engines. Get a fresh, *genuine* Purolator element regularly. Prices as low as \$1.

If your car isn't equipped with the latest type Purolator, get one installed next time you change your oil. Purolator Products, Inc., Newark, N. J. . . . founder and leader of the oil filter industry.

When the oil shows dirty on
the dip-stick—

STOP AT THIS SIGN
FOR OIL FILTER SERVICE





**EXCLUSIVE
ORIGINAL**



Smart belts that stay smart

With their exclusive stylings, hand-crafted constructions, originality in color and luxury details—Paris Belts are smart from the start of their long careers. Selected leathers, treated and tanned by masters of the Art, assure long life—make you a conservator of materials important to National Defense. Yet you pay nothing extra for their extra quality, extra style, extra value. See the new Fall Paris Belts at the

better stores at the same old prices. \$1, \$1.50 and up. Illustrated: No. 660—Genuine Pigskin, bench made padded style in Russet and Hazel, \$1.50. No. 494—Cushion tubular style in Black, Brown, Russet and Suntan, \$1.50. No. 488—"Casual" glove stitched Tuftan Cowhide in Suntan, Brown and Russet, \$1.50. A. Stein and Company • Chicago Los Angeles • New York • Toronto

PARIS BELTS

THE SUPPORT OF A NATION

PICTURES TO THE EDITORS

GETTING TOUGH

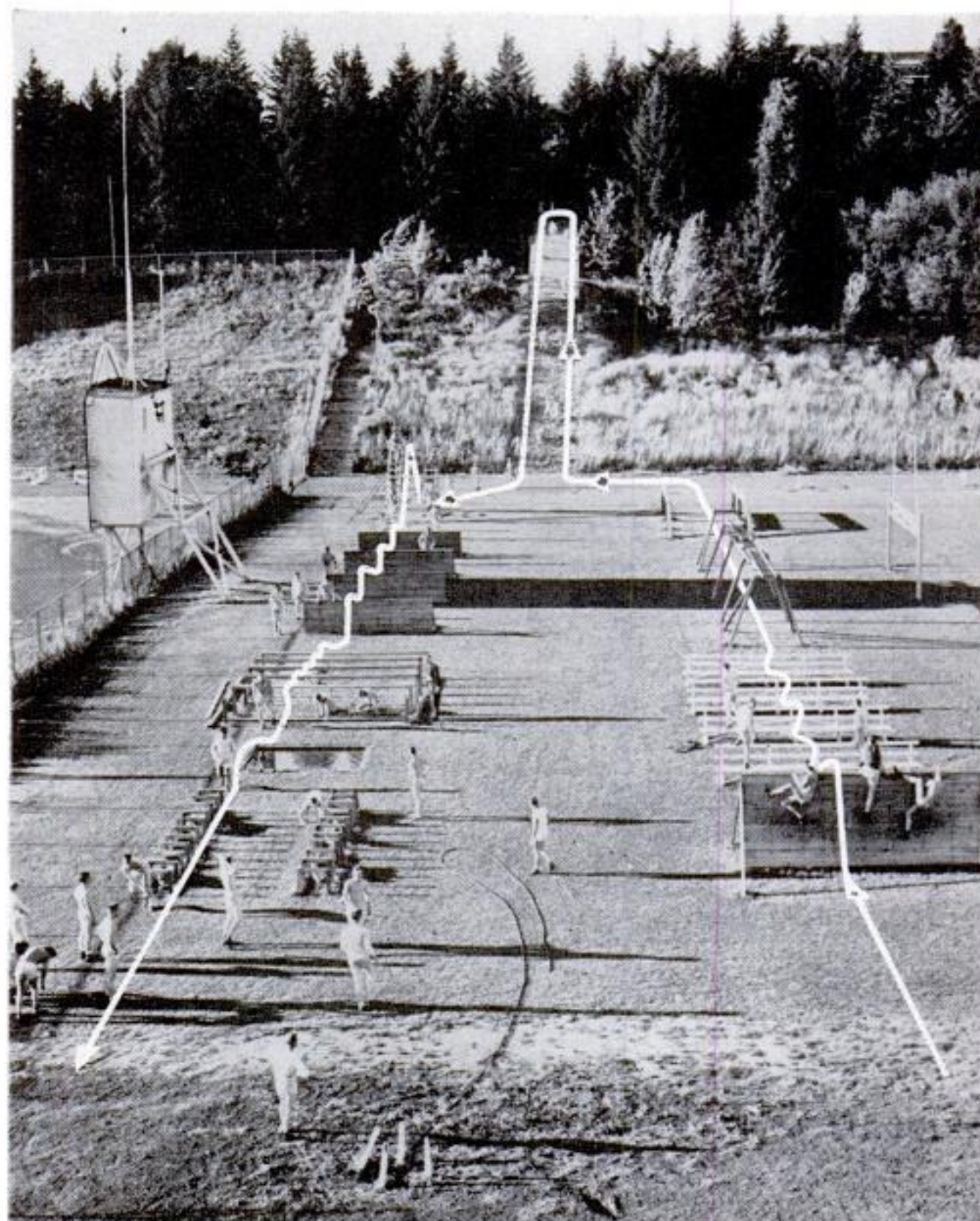
Sirs:

Soldiers of the Army Air Corps at State College of Washington are getting toughened by Athletic Director J. F. Bohler: Scale 7-ft. wall, leap four 42-in.-high benches, hand walk 6-ft. ladder, bal-

ance walk beam 5-ft. high, up and down 200-ft. ski jump, up and down 16-ft. angling ladders, duck walk, 7½-ft. water jump, crawl through 18-in.-square tunnel. Par for the course: two minutes.

MAYNARD HICKS

Pullman, Wash.



CAUCASUS?

Sirs:

Norman Bel Geddes may be just what LIFE needs in New York to make models of the Caucasus. But if you would come to Tennessee you would find all the natural terrain needed to show everything

from the Caucasus to the Rocky Mountains. This formation, created by erosion, is of sandstone, clay and earth, and in color and shading it is exactly like the real thing. The actual size of the formation can be seen in the second picture.

PAUL M. WILSON

Collierville, Tenn.



EYES TIRED?



TWO DROPS



QUICK RELIEF

Eyes tired? Do they smart and burn from overwork, sun, dust, wind, lack of sleep? Then soothe and refresh them the quick, easy way—use Murine. Just two drops in each eye. Right away Murine goes to work to relieve the discomfort of tired, burning eyes. Murine is a scientific blend of seven ingredients—safe, gentle—and oh, so soothing! Start using Murine today.



MURINE
FOR YOUR EYES

SOOTHES • CLEANSSES • REFRESHES
★ Invest in America—Buy War Bonds and Stamps ★

BACKACHE, LEG PAINS MAY BE DANGER SIGN

Of Tired Kidneys

If backache and leg pains are making you miserable, don't just complain and do nothing about them. Nature may be warning you that your kidneys need attention.

The kidneys are Nature's chief way of taking excess acids and poisonous waste out of the blood. They help most people pass about 3 pints a day.

If the 15 miles of kidney tubes and filters don't work well, poisonous waste matter stays in the blood. These poisons may start nagging backaches, rheumatic pains, leg pains, loss of pep and energy, getting up nights, swelling, puffiness under the eyes, headaches and dizziness.

Don't wait! Ask your druggist for Doan's Pills, used successfully by millions for over 40 years. They give happy relief and will help the 15 miles of kidney tubes flush out poisonous waste from the blood. Get Doan's Pills.

The PEN of Greatest Utility \$1.00 INK-O-GRAPH \$2.00

14 KT. SOLID GOLD POINT & INK FEED
Writes at any angle on any quality of paper with the ease and smoothness of a soft lead pencil.

Suits any hand or style of writing. With an Inkograph you can do everything possible and many things impossible with any fountain pen.

At all leading dealers

Look for the name "INKOGRAPH" on the barrel—it identifies the genuine.

INKOGRAPH CO., Inc., 200 Hudson St., N. Y. C.

stop Scratching It May Cause Infection

For quick relief from itching caused by eczema, pimples, athlete's foot, scales, scabies, and other itching troubles, use world-famous, cooling, medicated, liquid D. D. D. PRESCRIPTION. Greaseless, stainless. Soothes, comforts and checks intense itching speedily. 35c trial bottle proves it, or your money back. Ask your druggist today for D. D. D. PRESCRIPTION.

BEST BUYS SMOOTHIE TIES

Only 55¢ and 65¢
Wool lined
Wrinkle Resistant

A. Schreter & Sons, Inc.
Baltimore, Md.

PICTURES TO THE EDITORS

(continued)

PARAPUSSIES

Sirs:

I am training these parapussies to be mascots for Fort Benning's paratroopers. They thrash a bit at the jump but soon enjoy the ride and show superb landing form.

PEARL HALL

Acworth, Ga.



GOOD

for a long life
of hard work



This rugged new Willard packs the power and stamina needed even for commercial service, yet it's small enough to fit the battery cradle in most passenger cars! Heavy plates, dual insulation and "Safety-Fill" construction keep it powerful longer. If you use your truck constantly or have a passenger car in heavy service, buy a Willard CDI when you need a new battery.

For Special Service

• This unique battery provides dependable power for railway signals, marine beacons, isolated highway signals and many special applications. Made exclusively by Willard, its outstanding characteristic is almost complete freedom from self-discharge.



Here's another
Famous Willard

Willard

"SAFETY-FILL"
BATTERIES

have the power to carry on!

WILLARD STORAGE BATTERY COMPANY • CLEVELAND, LOS ANGELES, DALLAS, TORONTO



Courtesy Defense Savings Staff

MISTAKES WILL HAPPEN!
SO...FOR LONG CAR LIFE
BE SURE YOU-SOUND YOUR **Z**
PENNZOIL



AT LEAST 20 MILLION cars must be kept alive for the duration to get people to and from essential jobs.

That calls for stringent budgeting of every mile of driving. It emphasizes your responsibility for the hidden vitals of your car's

engine and chassis.

Oil and lubricants are the only protection these wearable parts have. They deserve the best, regularly, consistently. They'll get them if you stop at the PennZoil yellow oval sign and sound your "Z."



★
For **VICTORY**
put at least 10%
of every pay into
WAR BONDS!
★

ENGINES LAST LONGER when they are clean and free from sludge. PennZoil is refined by 3 extra steps especially to resist sludge and engine varnish. It stays safe longer!



Oil is ammunition
—use it wisely

GIVES YOUR ENGINE AN EXTRA MARGIN OF SAFETY



PICTURES TO THE EDITORS

(continued)

FIERY CROSS

Sirs:

In April 1941 an incendiary bomb fell on Christ's Church, Southwark, London. The 200-year-old tower cross fell and burned on the lawn. No grass has grown

on the scar since. This summer the scar was paved and the Rev. J. Stevenson dedicated it as a symbol of the struggle against "the evil things."

JANE CHANEY

London, England



THRIFTIEST GARDEN

Sirs:

Don't you think William Dashner of Logansport, Ind. wins the 1942 prize for the thriftiest victory garden? As the last word on utilizing and conserving avail-

able space he sodded his concrete roof, planted the sweet corn shown and ate the corn at his table. A lot of grass grew because it was hard to cultivate the sloping roof.

CARL O. MORGAN

Argos, Ind.



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Pour it with Pride...



Brown diamond ring courtesy of De Beers

I. W. Harper is unexcelled in
taste and quality for which it has been
awarded gold medals at many great international
expositions in making I. W. Harper,
cost is no object

Drink it... with Pleasure!

I. W. HARPER

The Gold Medal Whiskey



Kentucky Straight Bourbon Whiskey, Bottled in Bond

100 Proof, Bernheim Distilling Co., Inc., Louisville, Ky.

LUCKY STRIKE MEANS FINE TOBACCO!

One of a series of paintings of the tobacco country by America's foremost artists



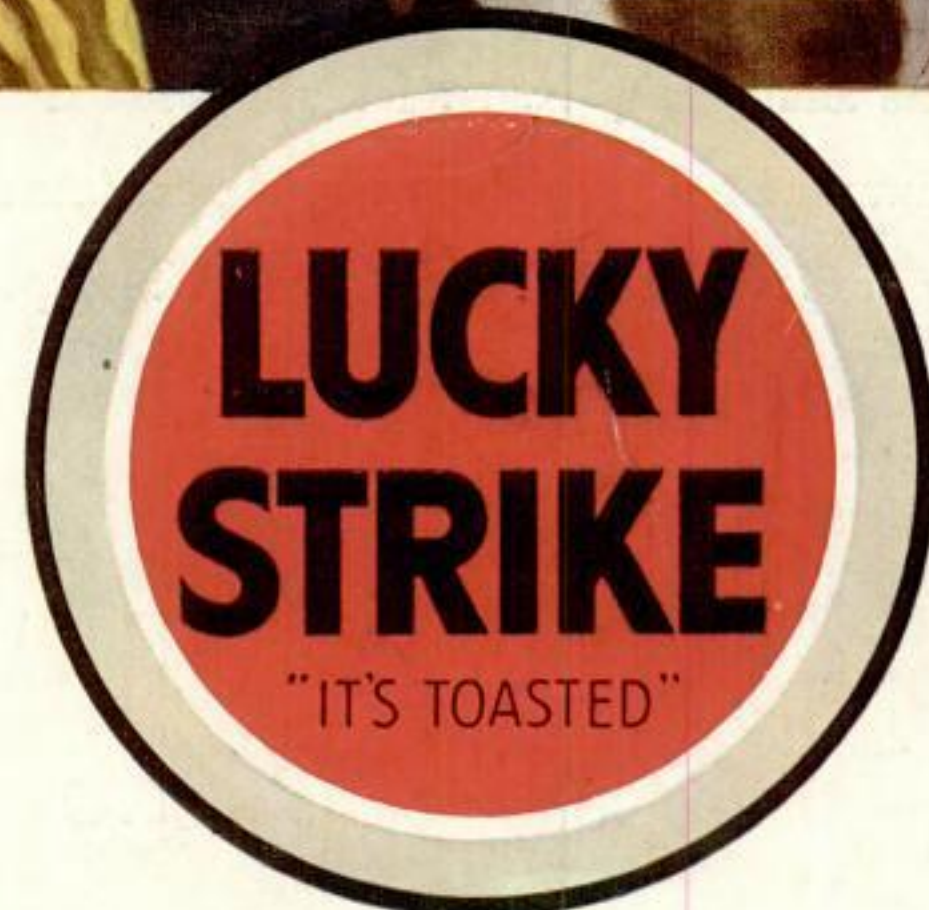
"Loadin' for Town." Painted from life in the tobacco country by Ernest Fiene.

IN A CIGARETTE, IT'S THE TOBACCO THAT COUNTS

...and Lucky Strike means fine tobacco! Independent tobacco experts—buyers, auctioneers, warehousemen—see us consistently pay the price to get the finer, the milder leaf... These men make Lucky Strike their own choice by more than 2 to 1.

Isn't that worth remembering...worth acting on...next time you buy cigarettes?

With men who know tobacco best—it's Luckies 2 to 1



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